

Dallas

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Dallas PIONEERS

Established

1857 Sanger Bros.
In Texas

Opened Dallas Store in 1872

1869 The Schoellkopf
Company
Manufacturers and
Wholesale Distributors

1872 Waples-Platter
Company
White Swan Fine Foods

1874 Bolanz &
Bolanz
Real Estate and Insurance

1875 First National
Bank in Dallas
Banking

1876 Trezvant &
Cochran
Insurance Managers

1885 Mosher Steel
Company
Structural Reinforcing
Steel and Machinery Repairs

1890 William S.
Henson, Inc.
Advertising Printing

1892 The Egan
Company
Printing, Lithographing, and
Embossed Labels

1893 Oriental Laundry
and Cleaners
Finer Laundering, Cleaning,
and Fur Storage



THE quiet splendor and solitude of the Oriental Hotel of 60 years ago would be impossible to duplicate today on Dallas' busiest hotel corner. Built in 1893, the Oriental immediately eclipsed the old Windsor. The new hostelry, built on the present site of the Baker, cost \$500,000 and one of its special features was a laundry in the basement. The hotel became famous for entertaining distinguished visitors including two presidents, Theodore Roosevelt and William Howard Taft. In 1904, Otto Herold, a St. Louis banker, moved to Dallas to become the operating head of the hotel. In 1905, a group of boosters organized the 150,000 Club. Their goal was a population of 150,000 for Dallas by 1910. That same year, Otto Herold moved the Oriental Laundry to its present location at 1714-20 Wood Street. In 1912, the first section of the Hotel Adolphus, a 21-story structure across the street was completed and in 1924 the Oriental was replaced by the \$5,000,000 Baker Hotel. Today, with its main plant at its Wood Street location and branches throughout the city, the Oriental Laundry serves all of Metropolitan Dallas, with Otto Herold as chairman of the board and W. Alvin Herold as president and general manager.

1897 Anderson
Furniture Co.
Dallas' Oldest Furniture

1898 Lang's Florist
& Nursery Co.
The Southwest's Foremost Florist
Decorators, Nursery Landscaping
Service

1898 The Praetorian
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1902 Cullum &
Boren
Red Fox Athletic Uniforms
Wholesale and Retail Sporting

1903 First Texas O.
cal Mfg. Co.
Pharmaceutical Manufacturers

1903 Republic Insur.
Company
Writing Fire, Tornado, Allied
Inland Marine, and Automobile
Insurance

1906 Hesse Envelope
Company
Manufacturers of Envelopes
and File Folders

1906 Geo. W. Webb
and Company
Realtors —

1907 Tennessee
Dairies, Inc.
Gold Seal Dairy Products

1910 Red Bryant's
Smokehouse
Barbecued Meats

1911 Graham-Brown
Shoe Company
Manufacturing
Wholesalers

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.



Dallas

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THOMAS J. McHALE . . Advertising Manager
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ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST, WHICH IS SERVED BY DALLAS

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COMING NEXT MONTH

March's DALLAS will kick-off a new campaign in the Southwest: selling optimism. It will tell in positive terms the solid, undeniable facts of the stability of the Southwest economy. The staff predicts that other cities in the area will follow suit. Look for special features on printing and the graphic arts.

DALLAS CHAMBER OF COMMERCE

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Your Chamber of Commerce Offers You Many Direct Services

ITS STAFF is prepared to help you in many fields. The following directory is an indication of the services available, and of the proper person to call in each field:

DALLAS CHAMBER OF COMMERCE

1101 Commerce Street

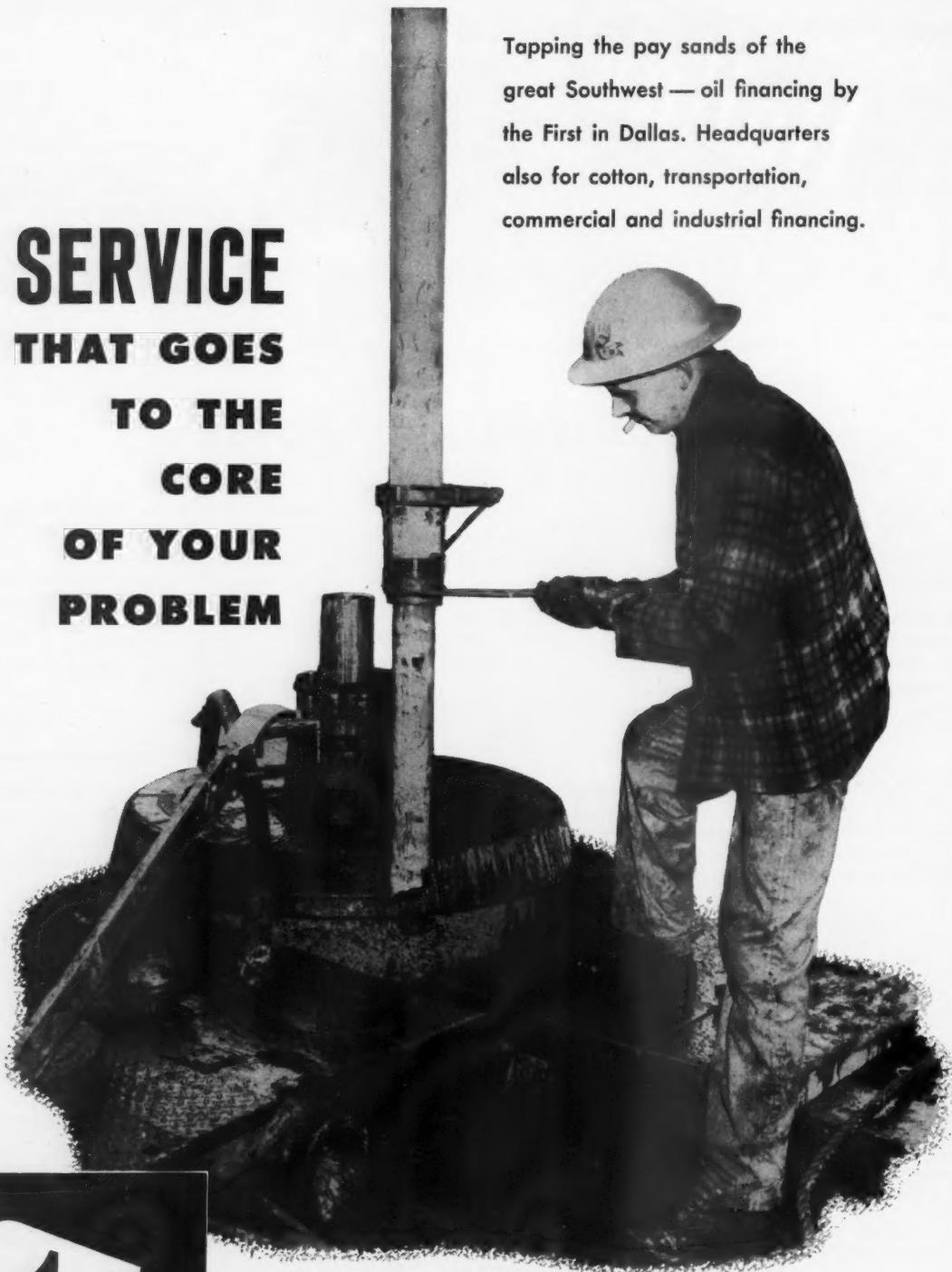
| | | | |
|--------------------------------------------------------|-------------------|-------------------------------------------|-------------------------------|
| Administration | J. Ben Critz | Highway (routes and conditions) | Pauline Foster Connie Sherman |
| Agriculture | Andrew W. DeShong | Highways (development) | Tom Huffman |
| Athletics | Z. E. Black | Industrial development | Tom Finney |
| Aviation | J. Ben Critz | Industrial statistics | Bill Rosamond |
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| | | Transportation | Sam Goodstein |
| | | Wholesale distribution | M. E. Hannon |

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| | | |
|----------------------------------------------------|-----------------------------|---------|
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| Dallas Fashion Center | Virginia Shaeffer | PR-8451 |
| Dallas Graphic Arts Association | Kennedy England | RI-3985 |
| Dallas Hotel Association | Connie Sherman | PR-8451 |
| Dallas Industrial Service, Inc. | Kennedy England | RI-3985 |
| Dallas Interracial Association | M. J. Norrell | PR-8451 |
| Dallas Junior Chamber of Commerce | Joan Garrity | PR-8451 |
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| Stores Mutual Protective Association | E. P. Carpenter | RA-4853 |
| United States Chamber of Commerce | | |
| Southwestern Division Office | James G. Roberts | RI-3558 |

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OF YOUR
PROBLEM**

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great Southwest — oil financing by
the First in Dallas. Headquarters
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commercial and industrial financing.



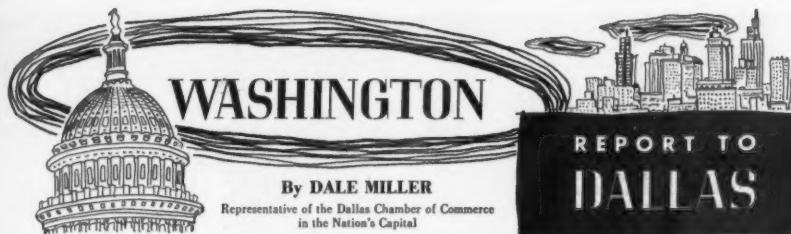
78th year of dependable, personal service



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DALLAS • FEBRUARY, 1954



By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

Ike and the Iconoclasts

UNMISTAKABLE signs of a more decisive leadership are emerging from the White House now, and the consensus among experienced political observers here in Washington is that the Eisenhower program has acquired greater strength, scope, and substance as a result. The vacuum of inertia which characterized the first year of his administration has gradually given way to an atmosphere of purpose. In both foreign affairs and domestic policies the burgeoning force of leadership has become manifest in recent weeks, and it is becoming clear that, regardless of the fate which particular proposals experience from day to day on Capitol Hill, the program itself will be prosecuted with vigor and determination.

It remains a remarkable fact, however, that from the date of President Eisenhower's inauguration more than a year ago, and continuing without abatement to the present time, the bitterest opposition to his program has been consistently generated by the marplots of his own party. Although political skirmishes of one kind or another occur almost daily, there have been three major battles in which he has been compelled to engage, and in each case his implacable antagonist has been an influential Republican leader in Congress. Last year when he sought to extend the expiration date of the excess profits tax he met in head-on collision the redoubtable chairman of the Ways and Means Committee, Daniel A. Reed; and a few months later he was back in the main arena in direct conflict with Senator Joe McCarthy on the basic issue of American foreign policy. More recently he was forced to take sharp issue with the author of the controversial Bricker amendment in another bitter and memorable struggle.



DALE MILLER

There was nothing superficial about the significance of these episodes. They penetrated deeply to the fundamentals of the Eisenhower program, and they were clearly illustrative, too, of the basic schism which has developed in the Republican Party. The Old Guard of the party has gradually awakened to the appalling truth that their shining knight of the Great Crusade does not hold fast to their armorial bearings at all. To them, in all truth, he has become a renegade, and his followers iconoclasts, who are systematically breaking the traditional and cherished images of the Grand Old Party.

To a casual observer of the political scene these impressions may appear to be exaggerated, but actually the hostility felt toward the President by conservative elements in his own party is more intense than is generally known. Political opinions are customarily expressed with greater restraint in public than in private, so the whole story does not appear in the headlines. But whenever old-line Republicans foregather in some quiet cubicle for a political powwow their language is less inhibited, and when their hair gets down their dander gets up. The more cynical among them are toying with a brand-new slogan, it's time for a change.

The Republicans have not coped with a situation of this kind since the turbulent days of Andrew Johnson, except for the Bull Moose defection four decades ago, and it will be interesting, to say the least, to see what eventuates from it in the months ahead. To the Democrats such an experience would be familiar enough, since it would be reminiscent of the late and largely unlamented Truman incumbency, when many a Democratic leader would extol his Chief in the public print and then retire with a few cronies to an anteroom where his truer opinions could be more eloquently expressed.

The recurrence of these political anomalies in successive administrations, and

involving first one party and then the other, serves one useful purpose, at any rate; it is a reminder of how meaningless, from the standpoint of principle, a party label can become. For years the Democratic Party has been a hybrid entity, of course, consisting of the strangest coalescence of political philosophies imaginable; and now the Republican Party, restored to power for the first time in 20 years, has lost no time in developing its own disunities and discords. Beneath the surface division of the two-party system, the parable of strange bedfellows in politics is perennially true.

Fifteen months ago, when President Eisenhower was elected President of the United States, this page in the November, 1952 issue of DALLAS made this observation: "It is the conviction of this observer that the time will come more

Time for a change? The Old Guard wonders, as the Crusade moves on, down the middle way.

than once in his political future when he will take comfort from the knowledge that the people and not merely the Republicans elected him, for much of the opposition to his legislative program can be expected to develop on the Republican side of the aisle in Congress, and much of his support from the Democratic minority. This will prove true as time goes on, for the crusade on which he has embarked cannot reconcile with its objectives either the New Deal collectivism of one party or the Old Guard isolationism of the other."

The months since then have written their own indelible record of these trials he has undergone. He soon became, as was anticipated then, "the target of the extremists of both parties," and it appeared for a time — perhaps too long a time — that he was a sitting target, for in the early months of his administration he seemed content for some reason not to exploit the important initiative that was his. But he has since begun to move, with methodical persistence and courage, and the leadership he is manifesting now is injecting new vigor into the flagging forces of his Great Crusade. Whether he will ultimately prevail only time will determine, but he is charting his course resolutely, with little obeisance to partisan politics, down the middle way.



COMMUNICATIONS CENTER at Love Field is explained to interested members of Dallas' City Council. Left to right: George P. Coker, Jr., city aviation director; Stanley Marcus, immediate past chairman of the Chamber's Aviation Committee; J. R. Terry, councilman; Al Harling, Southwest Airmotive official; and Councilmen O. H. Vickery, Vernon Smith, Arthur Kramer, Jr., and W. C. Miller.

COUNCIL TOURS LOVE FIELD

Photography by Ed Miley

AVIATION PIONEER Major W. F. Long, greets party at Dallas Aero Service. Left to right: Mr. Marcus, Major Long and Councilman Vickery.



A first-hand look at the things which make Love Field one of the busiest and most successful airports in the country kept Dallas' city councilmen busy for half a day in late January.

The councilmen and Mayor R. L. Thornton, Sr., gathered at the Love Field Dobbs restaurant for lunch, and then spent the afternoon inspecting various parts of the airport. Among other things, they saw:

Airport-created jobs which employ 3,500 men and women.

Airport-based businesses which have total annual payrolls of more than \$14,000,000.

The sites for runway extensions, a new terminal building and other improvements which will make Love Field the first "Intercontinental Class" airport in Texas.

In a fast-moving bus tour, the party of city officials made detailed inspections of the present terminal buildings, the engine shops of Southwest Airmotive, the aircraft maintenance and modification operations



BUSINESS WITH FOOD was the program when city councilmen gathered for lunch in the Dobbs House Love Field restaurant. Left to right: Councilmen Terry, Smith, Kramer Vickery and Roderic B. Thomas.



DOLLAR TALK was the way Mayor Thornton described the luncheon discussion. Aviation Director Coker gave councilmen details of the airport's income and expenses, explained the relative importance of the city's various tenants on the field. For the last two years Love Field has earned a profit, after meeting all operating expenses and full requirements for interest and principal on outstanding airport bonds. It has one of the best operations records of any major airport in the country.



POINTS OF INTEREST are "barked" by Aviation Director Coker as the council party begins its three-hour bus tour of the airport.



BRAVING RAIN and a norther, councilmen leave bus to enter big engine shop.

RECONDITIONED ENGINE is examined by Councilmen Terry, Smith and Miller, with Southwest Airmotive Vice President George Jalonick as guide.

MAYOR THORNTON chews cigar as Mr. Coker discusses crowded terminal conditions.





"WHAT'S THE TAKE?" Mayor Thornton listens as city officials answer on airport income.



"PRETTY GOOD REVENUE." His Honor hears a councilman comment as he gets the income data.



"FOLKS WANT THE BEST." Mayor Thornton listens to a discussion of tomorrow's airport.

of Dallas Aero Service, the headquarters of Braniff International Airways, and the offices and shops of Pioneer Airlines. The field trip was conducted by George P. Coker, Jr., aviation director of the City of Dallas, and Al Harting, Southwest Airmotive official who represented all private industry based upon the field. The trip was arranged by Councilman W. C. Miller, chairman of the council's Aviation Committee. Angus Wynne, Jr., chairman of the Dallas Chamber of Commerce Aviation Committee, and Stanley Marcus, immediate past chairman of the committee, were invited guests on the tour.

Of major interest to the city councilmen

were the sites for improvements to be made under the Love Field Master Plan. First and most important of the new construction projects will be the extension of the Northwest-Southeast instrument runway to a length of 7,750 feet. This project will give Love Field the longest runway at any commercial airport in Texas, and will bring the Dallas airport well within the runway length requirements for an "Intercontinental Class" airport as specified by the Civil Aeronautics Administration.

The Councilmen also viewed sites for additional paved parking space and airplane loading positions at the present terminal, studied the mid-field site for the new

terminal building on which construction will start in 1955, and studied the re-location and realignment of other facilities involved in the master plan development.

At Southwest Airmotive's engine shop the party saw the overhaul and reconditioning of aircraft engines for the Air Force, commercial airlines and private aircraft owners. This is one of the nation's four authorized Pratt and Whitney Aircraft overhaul shops, and one of the two Wright Aeronautical overhaul stations.

Dallas Aero Service, the second Love Field operation inspected by the councilmen, provides aircraft maintenance, overhaul and modification, and instrument repair and testing operations.

At Braniff International Airways, the party was particularly interested in the large machine shop.

ANGUS WYNNE, JR., chairman of the Chamber's Aviation Committee, himself an airplane owner, asks pointed questions on visit to vast Braniff shops at Love Field. At right is Andy DeShong, secretary of the Chamber's Aviation Committee.



INDUSTRIAL, commercial and public building now in progress will make the next two years the greatest construction period in Dallas' 113-year history.

The 37 building projects illustrated on this and the following four pages of DALLAS offer positive proof to validate the truth of that statement.

Every project illustrated represents a construction job valued

CONSTRUCTION

at half a million dollars or more. Many of the buildings are 10, 15 and 20 million dollar structures.

Every project is now under construction or has been completed during the early weeks of this year.

These are not merely "planned" or "blue-printed" buildings. They are projects where concrete has been poured, where steel is up in the air, where construction crews are on the job.

Finally, these are not long-range, far-off dreams. They are projects that will be completed within the next two years.

The combined impact of these major construction projects represents one of the most significant building eras in Dallas' entire history.

It dwarfs the period of the early 1930's when Dallas was proudly building five new skyscrapers: the Tower Petroleum Building, the Republic Bank Annex, the Y.M.C.A., the Dallas Power and Light Building and the Dallas Gas Company Building. The cost of these five totaled \$6,000,000.

Costs of the 37 projects now underway total more than \$185,000,000.

The largest downtown project in the group is the nearly-completed Republic National Bank Building, which costs \$22,500,000. Offices in the tower of the modern silver-finished skyscraper will be ready for occupancy in June. The bank itself will be open in October.

Next in importance is the \$15,000,000 Statler Hotel, which is scheduled for completion in late 1955. The Dallas Chamber of Commerce, which led the drive to bring the Statler to Dallas, is already booking conventions for early dates in 1956.

Another major addition to the Dallas skyline will be the 30-story office building being erected at Main and Akard by Leo Corrigan. The Corrigan building will be completed in January, 1955.

Even before the Corrigan tower is finished, Titche-Goettner will have its \$6,000,000 addition completed in the heart of Dallas' busy shopping district. At Main and St. Paul, it is scheduled for completion in December.

The largest current project in Dallas' Metropolitan Area is the Buick-Oldsmobile-Pontiac Assembly Plant finished early this year at Arlington. General Motors turned out its first car, a shiny black 1954 Pontiac Chieftan, on January 6.

Workmen are still putting finishing touches on the huge plant as the assembly line is moving. The modern plant containing almost 30 acres of floor space, is completely air conditioned.

By Horace Ainsworth

Editor, DALLAS

Illustrated by Bud Biggs



BUICK-OLDSMOBILE-PONTIAC Assembly Plant (G.M.)

\$30,000,000 ★ 3 Stories ★ 1,250,000 Sq. Ft.
Now in Use Arlington



TEMCO OFFICE BUILDING (Addition)

\$796,000 ★ 3 Stories ★ 58,000 Sq. Ft.
Now in Use Grand Prairie



DALLAS POWER AND LIGHT Transportation Center

\$600,000 ★ 2 Stories ★ 60,000 Sq. Ft.
Now in Use Canton and Ervy



GENERAL MOTORS Office and Warehouse

Cost Unannounced ★ 1 Story ★ 96,000 Sq. Ft.
Now in Use Harry Hines Boulevard



CHANCE VOUGHT AIRCRAFT Structures Test Laboratory

\$1,600,000 ★ 1 Story ★ 82,500 Sq. Ft.
Now in Use West Jefferson



MEDICAL BUILDING

\$2,000,000 ★ 7 Stories ★ 60,000 Sq. Ft.
March, 1954 3707 Gaston Avenue and Washington

CHANCE VOUGHT AIRCRAFT
Guided Missile Hangar
\$1,000,000 ★ 1 Story ★ 65,000 Sq. Ft.
March, 1954 West Jefferson

PITTSBURGH PLATE GLASS
Office and Warehouse
\$500,000 ★ 1 Story ★ 85,000 Sq. Ft.
April 1, 1954 Industrial Boulevard and Glass

DALLAS POWER AND LIGHT
Northeast Service Center
\$725,000 ★ 1 Story ★ 25,000 Sq. Ft.
April, 1954 4530 Greenville (Dyer Street)

INDUSTRIAL NATIONAL BANK
\$500,000 ★ 2 Stories ★ 9,000 Sq. Ft.
April, 1954 Turtle Creek and Industrial Boulevard

D.A.C. COUNTRY CLUB
\$1,000,000 ★ 367 Acres ★ 20,000 Sq. Ft. (Clubhouse)
April, 1954 Barnes Bridge Road and Ferguson Road

WYNNEWOOD MEDICAL BUILDING
\$620,000 ★ 2 Stories ★ 45,000 Sq. Ft.
May, 1954 Wynnewood Village

REPUBLIC NATIONAL BANK BUILDING
\$22,500,000 ★ 40 Stories ★ 853,000 Sq. Ft.
June, 1954 (Tower)
October, 1954 (Bank) Pacific and Ervy

WEST DALLAS HOUSING PROJECT
\$25,000,000 ★ 3,500 Units
Some Units Now in Use
All Units Completed by Middle of 1954
Singleton Blvd., Hampton Road, Canada Dr., Westmoreland Ave.

High-Level Activity Places Dallas Ahead

DALLAS' healthy construction activity is reflected in current evaluations of both the Texas and United States building scenes.

In a January, 1954, issue studying every aspect of the U.S. economy last year, *Life* reported:

"In 1953 construction kept increasing until, by year's end, it had set an all-time record of \$34.7 billion.

"The biggest push to 1953's historic high came from industrial and commercial buildings and buildings for public use. Here the results, as measured in dollars, produced an increase of almost a billion dollars."

The Dallas building projects that will be finished within the next two years underscore *Life's* comment that "the stunning structures . . . are above all else impressive testimony to the faith industrial America has in its own future."

The U. S. Department of Labor and the U. S. Department of Commerce concurred with *Life's* statements. In preliminary estimates, the departments said the construction expenditures exceeding \$34 billion were the highest volume recorded in the 39 years for which data are available.

The year was marked by a continued increase in most types of construction that had been retarded earlier because of war and defense needs.

Private construction rose 8 per cent from 1952 to reach a total of \$23.6 billion in 1953; public outlays rose 4 per cent to \$11.2 billion. New records were established in 1953 for private spending on commercial, religious, educational, and public-utility construction and for public outlays on schools, highways and sewer and water construction.

The year 1953 was also at peak in terms of physical volume, with an indicated gain of almost 5 per cent from the previous year. This comparison was adjusted for price changes.

Federal funds spent for new construction in 1953 amounted to almost a seventh of total outlays for new work done during the year, about the same proportion as in 1952.

Like private spending, the 1952-53 rise in public construction expenditures mostly reflected gains in highways, schools, federal industrial plants, and sewer and water construction.

More than one-fourth of total public construction expenditures went for new highways. Public school construction rose almost 8 per cent from 1952 to \$1.7 billion in 1953, compared with a wartime low of \$41 million in 1944.

In contrast, public outlays of \$1.8 billion for industrial plants, up slightly from 1952, amounted to just about half such out-

all ahead of State and National Trend

lays at peak expansion during World War II. Military and naval construction held at about the same level as in 1952, but for housing public spending was 15 per cent lower in 1953, and for new hospitals, 27 per cent lower.

Compared with other leading Texas cities, Dallas took honors as one of the top leaders. Dallas showed an increase of 26 per cent in the value of building permits issued in 1953 over 1952. San Antonio had a gain of 27 per cent; Houston, a gain of 14 per cent; Austin, a gain of 9 per cent; and Fort Worth, a loss of 9 per cent.

In addition, two cities in the Dallas Metropolitan Area were state-wide leaders in per capita value of building permits issued during 1953. Irving led the state with a value of \$2,377.41 per person. Garland was third highest in Texas with \$634.29 per person.

The source of the above figures is the Bureau of Business Research of the University of Texas in cooperation with the Bureau of Labor Statistics of the U. S. Department of Labor.

The most significant increases in Texas construction activity from 1952 to 1953, as measured by the value of building permits issued, occurred in nonresidential construction.

The following kinds of building contributed the most, dollar-wise, to the overall climb:

| Type Building | Dollar increase | Per cent increase |
|----------------------|-----------------|-------------------|
| Educational | \$31,000,000 | 107% |
| Office and Bank | 20,000,000 | 140% |
| Public and Utilities | 6,000,000 | 88% |
| Amusement | 3,000,000 | 96% |
| Church | 2,500,000 | 13% |
| Misc. non-res. | 4,000,000 | 80% |

This summary can not show the vision and planning that Dallas leaders are doing for the future. No projects were listed in this article unless they will be completed by 1955.

Yet plans have already been announced by the Southland Life Insurance Company that will change the entire Dallas skyline. It is planning a Southland Center, similar to New York's Rockefeller Center, built around a 40-story office building to be completed in 1957. DALLAS will present details of this structure in its April insurance issue.

A banker said recently that the fortunes of the construction industry are known to be vital to the economy. Dallas willingly stakes its future on the construction industry. Nothing could be brighter.



OIL CENTER BUILDING
\$3,000,000 ★ 10 Stories ★ 165,000 Sq. Ft.
July, 1954 North Central Expressway and Milton



PETROCARBON CHEMICALS
Processing Plant
\$1,000,000
First Unit Completed by August, 1954 Irving



BAYLOR UNIVERSITY SCHOOL OF DENTISTRY
Basic Science Building
\$500,000 ★ 4 Stories ★ 18,000 Sq. Ft.
August, 1954 800 Hall Street



SMU SCHOOL OF BUSINESS ADMINISTRATION
(Joseph W. Fincher Memorial Building)
\$1,500,000 ★ 3 Stories ★ 57,000 Sq. Ft.
September, 1954 Bishop Boulevard



PRESTON CENTER MEDICAL BUILDING
\$750,000 ★ 1 Story ★ 25,000 Sq. Ft.
September, 1954 Westchester Drive
(2 Blocks South of Northwest Highway)



SOUTHWESTERN MEDICAL SCHOOL
Basic Science Building
\$2,850,000 ★ 4 Stories ★ 90,000 Sq. Ft.
September, 1954 Harry Hines Boulevard
(South of Inwood)



CITY-COUNTY HOSPITAL
(Parkland Memorial Hospital)
\$11,000,000 ★ 8 Stories ★ 500,000 Sq. Ft.
September, 1954 Harry Hines Boulevard and Butler



PARKLAND MEMORIAL STAFF RESIDENCE
\$980,000 ★ 4 Stories ★ 59,000 Sq. Ft.
September, 1954 5123 Harry Hines Blvd. and Lofland Street



MEDICAL ARTS GARAGE
\$600,000 ★ 13 Stories ★ 120,000 Sq. Ft.
October, 1954 Live Oak and Harwood



STATE FAIR OF TEXAS
Women's Building
\$600,000 ★ 1 Story ★ 50,000 Sq. Ft.
Fall, 1954 Grand Avenue and First Street



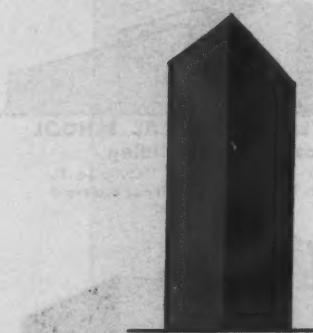
VETERANS ADMINISTRATION HOSPITAL
(Addition)
\$8,441,200 ★ 9 Stories ★ 500 Bed Capacity
December, 1954 Lisbon



TITCHE-GOETTINGER ADDITION
\$6,000,000 ★ 7 Stories ★ 259,000 Sq. Ft.
December, 1954 Main Street and St. Paul



CHANCE VOUGHT AIRCRAFT
Wind Tunnel
\$1,000,000 ★ 1 Story ★ 150 Ft. Long
Late, 1954 West Jefferson



LEO CORRIGAN OFFICE BUILDING
\$5,000,000 ★ 30 Stories ★ 250,000 Sq. Ft.
January, 1955 Main and Akard



COUNTY COURT HOUSE ADDITION
\$2,000,000 ★ 7 Stories ★ 98,000 Sq. Ft.
Early, 1955 Elm and Houston

Projects Include Public Housing, Schools,...

BESIDES millions of dollars worth of downtown commercial and office building, Dallas' \$185,000,000 construction program includes sizable projects scattered throughout the county. It is not limited to one region or area.

Sections like West Dallas that were once blighted scars are beginning to take on new hope as tenants are moving into the first completed units of the \$25,000,000 West Dallas Housing Project.

Areas that were under cultivation as recently as five years ago are now teeming as new shopping centers.

For example, the F. S. Oldt Company, contractors, has recently been awarded a contract for underground installations at the new Brook Hollow Industrial District. The \$170,000 contract is believed to be one of the largest single contracts ever awarded in Dallas for such installations.

The Oldt Company, which will install water mains first, already has started work under the contract, according to F. S. Oldt.

The Dallas Power and Light Company, which is constantly expanding to keep up with the needs of the industrial and residential sections it serves, has two major projects in the construction picture.

It is putting finishing touches on a new \$600,000 Transportation Center at Canton and Ervay, and at the same time trying to complete its Northeast Service Center by April. The new service center will cost \$725,000.

Nine separate medical projects under construction emphasize the growing importance of this profession to Dallas.

The most notable project in this group is the \$11,000,000 Parkland Memorial Hospital or City-County Hospital being erected by Robert E. McKee, general contractor.

Robert E. McKee is also the general contractor for the Veterans Administration Hospital Addition at Lisbon, which is an \$8,441,200 job. He is also building the new Statler Hotel.

Three other new medical buildings will be completed this year. One is the seven-story \$2,000,000 Medical Building at Gaston Avenue and Washington. The others are the \$620,000 Wynnewood Medical Building and the \$750,000 Preston Center Medical Building.

A 13-story Medical Arts Garage is scheduled for completion in October at Live Oak and Harwood. It will cost \$600,000.

Southwestern Medical School and Baylor University School of Dentistry are each building basic science buildings. Baylor hopes to have its \$500,000 building completed in August, while Southwestern Medical School has a September completion date for its \$2,850,000 building.

Next door to Parkland Memorial Hospital, construction is moving rapidly on the Parkland Memorial Staff Residence, which is supposed to be finished at the same time as the hospital—in September. This four-story structure is a \$980,000 job.

Schools are another major item on Dallas' list of construction projects. Some 24 projects, costing \$12,144,907, have been started.

There is another group which the school district hopes to start before the end of 1955. This group will include 10 additional elementary schools, a junior high and a senior high school, totaling \$9,118,488. All of this money was provided in bond issues of 1949 and 1952.

Schools, Hospitals and Shopping Centers

The planning and construction of a senior high takes about 36 months; a junior high, 24 months; and an elementary school, 18 months.

Here is a detailed list of the school projects:

School Construction Schedule to Be Completed by December 31, 1955

| | Sq. Ft. | Cost |
|-------------------------------|-----------|-------------|
| W. H. Gaston Junior High | 84,000 | \$1,057,637 |
| Gabe P. Allen | 28,445 | 423,550 |
| Hillcrest High No. 3 Addition | 36,829 | 525,685 |
| George Washington Carver | 79,115 | 914,480 |
| La Reunion (Stevens Park) | 45,500 | 510,727 |
| Dan D. Rogers | 45,200 | 591,733 |
| P. E. Addition, | | |
| North Dallas High | 13,104 | 166,009 |
| Field House, Benjamin | | |
| Franklin Junior High | 1,400* | 14,000* |
| School Administration Bldg. | 20,985 | 384,225 |
| P. E. Addition, N. R. Crozier | | |
| Technical High | 15,845 | 170,931 |
| P. E. Addition, Sunset High | 15,000* | 170,000* |
| P. E. Addition, | | |
| W. H. Adamson High | 15,000* | 170,000* |
| P. E. Addition, | | |
| Woodrow Wilson High | 10,938 | 137,062 |
| John B. Hood Junior High | 101,000* | 1,271,590* |
| L. B. Stockard Junior High | 86,060 | 1,134,700 |
| Oliver Wendell Holmes | | |
| Junior High | 100,000** | 1,200,000** |
| Ascher Silberstein | 47,000 | 560,000 |
| Clara Oliver | 50,520 | 582,578 |
| Edward J. Kiest | 47,000 | 560,000 |
| George B. Dealey | 47,000 | 560,000 |
| Lenore Kirk Hall | 47,000 | 560,000 |
| Martha Turner Reilly | 47,000 | 560,000 |
| Victor H. Hexter | 47,000 | 560,000 |
| Harlan C. Powell Site | | |
| (Howard Meyer) | 47,000 | 560,000 |
| Thomas Jefferson | | |
| (Junior High Part) | 166,991** | 2,318,488** |
| 10 Elementary Schools | 470,000** | 5,600,000** |

*Estimated.

**On the planning board.

School construction is not limited to the public schools in Dallas. Southern Methodist University has two buildings going up and a third major project on the planning board.

Joseph W. Fincher Memorial Building, which will house S.M.U.'s School of Business Administration, will be completed in September at a cost of \$1,500,000.

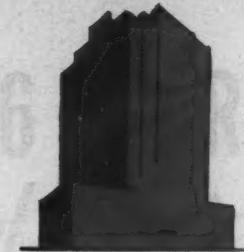
The foundation is being poured for a \$2,000,000 Student Union at Hillcrest Avenue and Roberts.

S.M.U. is nearly ready to start on a new Field House, which will seat as many as 16,000 people.

The major projects shown in this five-page summary represent only part of the construction activity in Dallas.

Projects such as the Statler Hotel, General Motors plant, Republic National Bank Building and Corrigan Tower generate literally hundreds of related building projects around them.

A shopping center like the \$5,000,000 one A. Harris and Company has scheduled for completion in the fall of 1955 will stimulate construction activity for miles around.



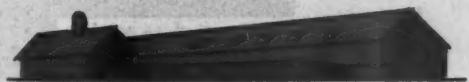
NEW CITY HALL

\$2,500,000 ★ 5 Stories ★ 150,000 Sq. Ft.
Spring, 1955 Main (Near Harwood)



DALLAS PUBLIC LIBRARY

\$2,500,000 ★ 6 Stories ★ 150,000 Sq. Ft.
June, 1955 Harwood and Commerce



SMU STUDENT UNION

\$2,000,000 ★ 2 Stories ★ 84,000 Sq. Ft.
June, 1955 Hillcrest Avenue and Roberts



TEXAS BANK PARKING GARAGE

\$1,500,000 ★ 5 Stories ★ 150,000 Sq. Ft.
Middle, 1955 Lamar, Commerce and Austin Streets



A. HARRIS SHOPPING CENTER

\$5,000,000 ★ 3 Levels ★ 320,000 Sq. Ft.
Fall, 1955 Kiest Boulevard, Beckley and Zangs



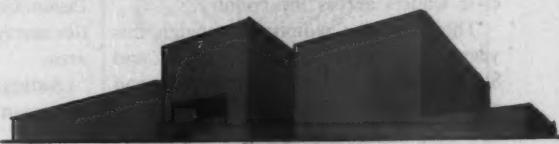
STATLER HOTEL

\$15,000,000 ★ 18 Stories ★ 1,001 Rooms
Late, 1955 Commerce and St. Paul



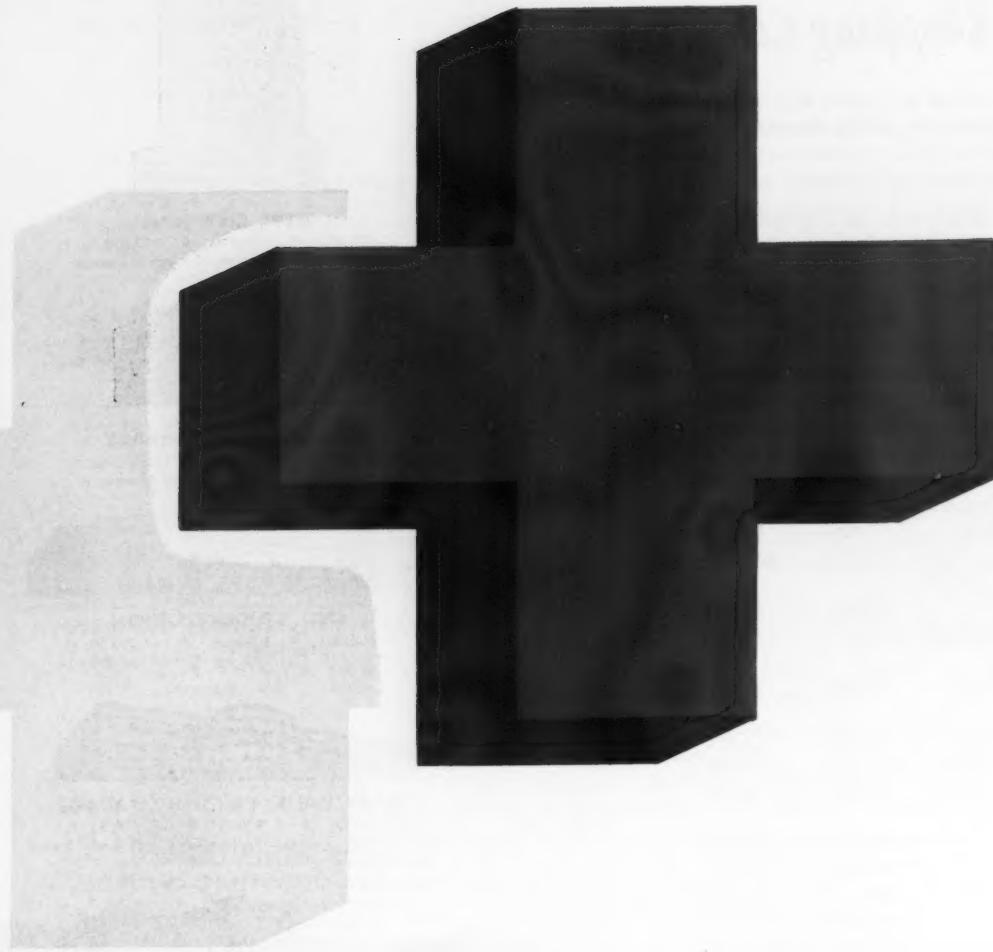
SAFEWAY STORES Dallas Division Distribution Center

\$3,000,000 (Est.) ★ 1 Story ★ 500,000 Sq. Ft.
Late, 1955 Shiloh Road and McCree Road



DALLAS PUBLIC SCHOOLS

\$21,263,395 ★ 24 Projects Started; 12 Ready to Start
1,714,932 Sq. Ft.
All Completed by 1955



Help Dallas Be First

THE Dallas County Chapter of the American Red Cross, having just finished the top year of its 48 in Dallas, is in a unique voluntary position.

W. W. Overton, Jr., widely-known Dallas banker, and director of the Dallas Chamber of Commerce, is the national chairman of the 1954 American Red Cross Membership and Fund Campaign. He is also the first national chairman living West of the Mississippi River ever to be named.

Mr. Overton, who is on a 24-hour call basis from Red Cross headquarters in Washington, D. C., for personal appearances, is being aided by 38 national vice chairmen chosen from top business and civic leaders across the country.

Theme of the national campaign this year is "Answer the Call — Join and Serve" with 30,000,000 memberships and a goal of \$85,000,000.

Meanwhile, the Dallas County chapter, headed by Leonard M. Green, president of Dr. Pepper Company, and Fred O. Detweiler, fund chairman and president of Chance Vought Aircraft, Inc., is getting set to "Help Dallas Be First" in the national drive, beginning March 1.

"We're speeding up our campaign in Dallas this year with all volunteer effort aimed toward having Dallas announced as the first major Red Cross chapter in the nation to go over its goal. In other words, we're backing Bill Overton to the hilt," Detweiler says.

The local chapter goal is for 200,000 memberships and \$490,389 in funds. The Dallas County Chapter reports its activities are increasing in the growing Dallas area.

Aiding Mr. Detweiler this year as vice chairman of the 1954 campaign is R. Ran-

dle Gilbert, Dallas banker, with Mrs. T. W. Rutledge, well-known church and school leader, as residential chairman.

Preparation of the 1954 fiscal year began last fall when a group of Dallas business and civic leaders were organized by Paul Middleton. As budget study chairman, Mr. Middleton divided the group into sub-committees to make an intensive, personal study of individual Red Cross department budgets. Following many sessions, the entire budget was pulled together and presented to the executive committee of the chapter's board of directors. After their study and approval it was submitted to the entire board for further study and recommendation. Thus, 153 volunteers approved the proposed expenditures. Final approval was made of the budget totalling \$489,389, a quota which is 2.7 per cent less than 1953 due solely



PINNING A RED CROSS BUTTON on Leonard M. Green, Dallas County Chapter chairman, is W. W. Overton, Jr., national chairman of the Red Cross Membership and Fund Campaign this year. James Nicholson, executive vice president and general manager of the National American Red Cross, Washington, D. C., looks on.

to the reduction in the national Red Cross budget.

In 1953, the Dallas County Chapter had its top year of activity since it was founded here in 1906. The reason why the local chapter can operate a full scale program of 17 specific services with efficiency and economy is due to the work of Dallas County volunteers, with 5,690 active ones donating 90,787 hours, not including the hours of fund campaign volunteers, which is unobtainable.

It is the volunteer, or 100 volunteers to each staff worker, which enables such

PLANNING the annual Red Cross campaign which begins March 1 are Clifton Blackmon, chairman of public information; Fred O. Detweiler, campaign chairman for 1954, and Ralph M. Shannon, Dallas County Red Cross manager.



economy in not only operating the chapter, but in raising money during the annual membership and fund campaign.

While Dallas County was fortunate in not having a major disaster in 1953, there were 164 family "disasters" during the fiscal year which were caused by home fires. The local chapter met their emergency needs of food, clothing, household goods, shelter, etc., at a cost of \$20,001.

And during the year, there were 13,524 cases handled by the staff and volunteers in the home service department, most of them involving servicemen and their families, though veterans were given many services. All of these cases are dealt with in strict confidence.

An example of the far-reaching activities of the Dallas County Chapter is evident in the record set for Texas last year with 13,000 youngsters enrolled in free Red Cross "learn to swim" classes in city and county pools, with 7,164 swimming certificates issued. Completing the standard and advanced Red Cross First Aid program were 1,964 men and women, and 370 women earned certificates of completion for home care of the sick and mother and baby care courses. In both cases, the classes were given without charge, and usually were taught by trained volunteers.

"Help Dallas Be First" is the 1954 Red Cross goal.

56 YEARS of Service IN DALLAS

February 22nd marks our 56th anniversary . . . With many loyal friends, both old and new, we confidently anticipate a

FUTURE *Unlimited!*

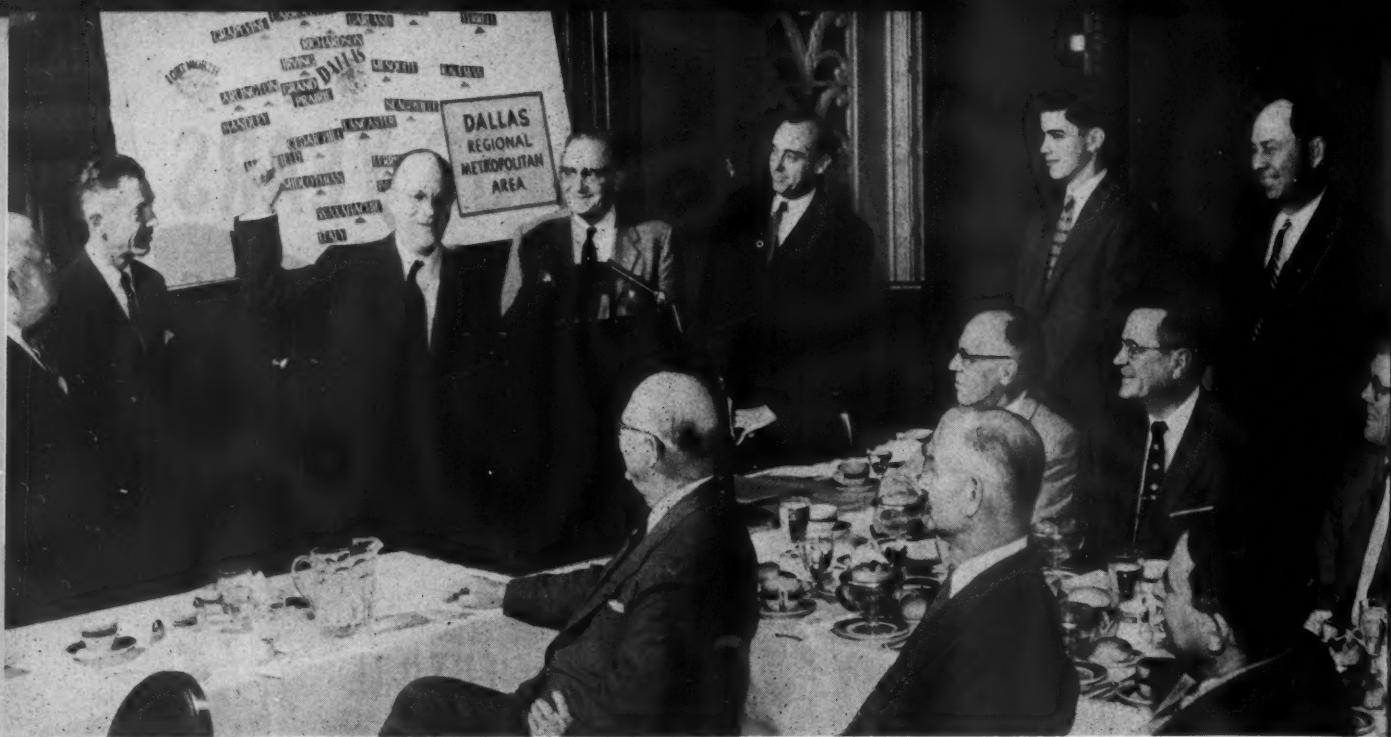


RA-8101

1812 NORTH FIELD • DALLAS

- ★ Printing
- ★ Lithographing
- ★ Engraving
- ★ Office Supplies





TWELVE METROPOLITAN AREA bankers watch as Dallas Chamber of Commerce President Jerome K. Crossman points to a map showing the close relationship between towns and cities of the Dallas Regional Metropolitan Area.

Luncheon Honors Area's Bankers

"THE Dallas Chamber of Commerce will work just as diligently to locate an industry in your towns as in Dallas itself," Jerome K. Crossman, Dallas Chamber president, told top bank officials of the Dallas Metropolitan Area at a mid-January luncheon. The luncheon honored Dallas County bankers and the Chamber's 1953 Membership Committee.

Ben H. Wooten, the Chamber president in 1953, presented the Chamber's award of merit to R. Barney Shields for his service as chairman of the 1953 Membership Committee. The committee set a new annual record by signing up 1,173 new members.

Mr. Wooten also presented the president's cup to James H. Randolph, top Chamber vice chairman for last year, whose division sponsored 250 new members.

Mr. Crossman pointed out that "good horse sense bids us recognize that the proper growth and development of this entire regional area is equally important and equally vital as the development of Dallas proper."

The Chamber president spoke to the

heads of 24 Dallas banks as well as the heads of the banks from other cities in the area.

He began by reading a letter to the Chamber from B. A. Stufflebeme, president of the First National Bank in Grand Prairie, in which Mr. Stufflebeme said he realized the direct benefits that have accrued to his bank because of the Dallas

VISITING NEWSMEN from area included Glen Davies, Irving News-Record (standing); Byron Buzzbee, Grand Prairie Texan, left, and W. H. Bradford, Garland News.



Chamber's work. Mr. Stufflebeme enclosed a cashier's check to cover a year's dues in the Chamber for his bank.

Mr. Crossman said the proposal was accepted and the Grand Prairie First National became the first out-of-city bank to join the Chamber. Today, every bank in Dallas County is a member of the Dallas Chamber.

"The Dallas Chamber is the only civic business organization that encompasses and services the entire metropolitan area of Dallas," Mr. Crossman said.

A map was shown to the guests which emphasized the close relationship of towns in the area. He called on the bankers to work together as a team, one for all and all for one.

"The Dallas Chamber has not the slightest desire to replace the local chambers in your various communities. As a matter of fact, we feel this would be adverse to the interests of all of us and would strenuously counsel for continuity of local chambers," Mr. Crossman declared.

However, Dallas does accept the responsibility of serving as the clearing house, so to speak, for the area; to sup-

plement and to assist in the work of the other chambers, he said.

Mr. Crossman noted that in reading the monthly magazine, DALLAS, the significant statistics relate to the great growth of the entire area, not just the growth of the City of Dallas.

The following firms, listed with their Chamber representative, address, and type of business, joined the Chamber this month:

Cincinnati Time Recorder Company, 1917 Commerce; Richard K. Stofer, branch manager.

Maurice W. Genseke, 1038 Lausanne.

Orgain Publishing Company, 525 South Ervay; Darby Orgain, owner.

Clair F. Achenbach, attorney, Fidelity Union Life Building.

Ed Miley, Photography, 711 North St. Paul; Edwin B. Miley, owner.

Citizens State Bank, Richardson, Texas; C. R. Chick, president.

H. D. and T. J. Crigger, 5503 Redfield; H. D. Crigger, partner.

Pappy Younger Advertising and Printing, 804 Interurban Building; Merritt W. Younger, owner.

Harry J. Garrett, realtor, 2022 Fannington.

Strauss-Frank Company, 3415 Ross; Clay Bradford, Eddie Burrows, R. E. Conley, R. G. McPherson.

Franklin Life Insurance Company, 2501 Cedar Springs.

Associated Aircraft Supply Company, P. O. Box 4004, Station A; Garth Mann, manager.

Foreign Job Bulletin, 2515 Alden; Edward O. Burns.

Dr. A. R. Thomasson, Jr., Medical Arts Building.

Bender-Thomas, Inc., 1922 South Akard; Hinds V. Thomas, partner.

Kelley Manufacturing Company, 2054 Irving Blvd; J. C. Lowry, J. A. Rupiper.

Model Home Appliances, 4534 Lovers Lane; H. H. Schwettman, owner.

Ralph F. Kirby Company, 3714 Congress; Ralph F. Kirby, owner.

Lloyd Silberberger, agent for Connecticut Mutual Life Insurance Company, 107 North Field.

State Fire Control Company, 4906 Greenville, Frank A. Murphy.



AWARD OF MERIT is presented to R. Barney Shields for chairmanship of the Dallas Chamber's 1953 membership committee by 1953 Chamber President Ben H. Wooten.

E. Carlyle Smith, P. O. Box 1088, Grand Prairie, Texas.

Browne-Vintners Company, Inc., 618 Commercial Building; Wm. F. Brown, manager.

Meeks and Naumovich, P. O. Box 9215; R. W. Meeks, Nickey Naumovich.

John C. Harris, attorney, 1104 Republic Bank Building.

Tom's Peanut Company, 3920 Penrod; Dick Crowley.

H. Elwell Agency, 1020 Mercantile Bank Building; H. Elwell.

Maxwell Insurance Agency, 5505 West University; Carroll H. Maxwell, Jr.

Hiram Walker, Inc., 1001 Mercantile Bank Building; L. E. Crane, W. A. Defferari.

(Continued on Page 71)

PRESIDENT'S CUP goes to James H. Randolph, the Chamber's top vice chairman for 1953. Mr. Randolph's division sponsored 250 new memberships.



Turkish President Given Royal Welcome



PRESIDENT CELAL BAYAR of Turkey, left, heard Dallas Chamber of Commerce President Jerome K. Crossman laud him and his country at the colorful affair of state banquet held in his honor in the Baker Hotel. At the right is Mayor R. L. Thornton who earlier said "Dallas salutes you — distinguished leader of a great and valiant nation." More than 700 persons filled the Terrace Room to honor the Turkish president and his party in Dallas for a two-day visit.

DALLAS in February was one of only seven major American cities to be visited by Turkish President Celal Bayar—and it also marked the first visit here by a foreign chief-of-state.

A two-day stay by President Bayar and his entourage of about 40 aides, Turkish diplomats, U. S. Department of State personnel and newsmen of both nations, was climaxed by an elaborate dinner sponsored by the Dallas Chamber of Commerce and other civic organizations.

A crowd of 700 Dallas citizens paid \$10 per plate to hear the Turkish presi-

dent compare his freedom-loving country with Texas and to express his thanks for warm Texas hospitality.

Both President Bayar and his wife Madame Reshide Bayar were then presented Texas-style hats by Mayor R. L. Thornton—and the short, stocky chief-of-state endeared himself to his Dallas audiences by waving his hat in smiling gratitude.

The remaining Turks in the party were presented hats by George C. McGhee, Dallas native and former United States ambassador to Turkey.

The public dinner was sponsored by the City of Dallas, the Dallas Chamber of Commerce, Dallas Citizens Council, Dallas Council on World Affairs and the Dallas Bar Association.

Many guests wore formal clothing which contrasted with colorful Turkish and United States military uniforms.

Mayor Thornton led a round of hearty applause for 30 Turkish air cadets who were flown to Dallas from San Antonio's Lackland Air Force Base to meet their president.

Former Ambassador McGhee, considered largely instrumental in President Bayar's Dallas visit, said he wanted the Turkish president to visit Dallas "not only to meet our picturesque Mayor," but to see "our system of American democracy."

He lauded Turkey for "resisting aggression from Russia for 300 years," and he said that Turkey under President Bayar voted 404 to 0 in its national assembly to join the North Atlantic Treaty Organization.

Business-wise, he added, Turkey in three years has increased production 25 per cent, doubled its total savings and tripled its credit.

The similarity between Turkey and Texas was drawn by Dallas Chamber of

OLD FRIENDS IN TURKEY were Dallas resident and former United States Ambassador George C. McGhee, left, and the Turkish chief-of-state, Celal Bayar, right. Between them is Orhan Eralp, Turkish government official who acted as President Bayar's interpreter during his busy, two-day stay in Dallas. While in Turkey, Mr. McGhee's home was close to that of the president's in Ankara.





THESE THREE TURKISH air cadets, learning to fly in the United States, were among the 30 who flew from Lackland Air Force Base in San Antonio to greet their president in Dallas. They stand before the Turkish flag, which carries a white crescent and star on a red background. The cadets were under the command of Turkish Major Cahit Gockin.

Commerce President Jerome K. Crossman. "In square miles, Turkey is about 10 per cent larger; it is similar in climate and in natural resources. And—like Turkey—our state has won its independence from tyranny.

"Though a relatively small republic, you have contributed one of the three largest armed forces to the U. N. in Korea," Chamber President Crossman told the Turkish president.

Throughout the two-day visit, President Bayar spoke through an interpreter, Orhan Erlap, official in Turkey's Ministry of Affairs.

The President and Madame Bayar occupied Hotel Adolphus' Presidential Suite during their Dallas stay. The schedule was so strenuous, however, that Madame Bayar rested while her 70-year-old husband visited Dallas points of interest.

The Turkish party arrived in Dallas via train from Nevada, and, after a short rest, the president held a grand-scale press conference in quarters of the Dallas Press Club in the Wholesale Merchants Building.

In the glare of television lights and flash bulbs, he answered questions from a score of newspaper and wire service reporters, including several Turkish reporters with his party.

Here, President Bayar emphasized the friendship between his country and the United States, and implied that any reports of anti-American incidents in Turkey were only isolated incidents and also might be attributed to politics in a presidential campaign year.

A motorcycle escort led the presidential party to luncheon in the home of



REPRESENTATIVES of three of the civic organizations which cooperated in sponsoring the Bayar dinner were, left to right, H. Neil Mallon, president of the Dallas Council on World Affairs; Franklin E. Spafford, president, Dallas Bar Association; and J. L. Latimer, president of the Dallas Citizens Council. Other sponsors were the City of Dallas and the Dallas Chamber of Commerce.

Mr. and Mrs. George S. McGhee, 5421 Drane Drive, parents of the former ambassador.

The motorcycle-escorted cavalcade then toured industrial and residential points in Dallas.

A major stop at the West Dallas Housing Project, Edgar Ward Place Community House, afforded the Turkish president an opportunity to learn first-hand about American housing and construction technique.

Chamber President Crossman told

THE 700 TEXANS AND TURKS and guest of honor, President Bayar of Turkey, sat down to colorfully-decorated tables in the Baker Hotel Terrace Room. Each setting included the flags of the United States and Turkey. The menu included royal Hawaiian pineapple baskets (flown especially from Honolulu), filet mignon, and a dessert of Strawberry Coups Romanoff.



President Bayar a brief history and explanation of the project. Also on hand to answer questions from the visiting Turks were Louis Tobian, chairman of the Dallas Housing Authority; Sam Hudson, managing supervisor of the West Dallas project, and John M. Stemmons, president of the Industrial Properties Corporation.

That evening, the visiting Turks were guests of H. N. Mallon, president of the Dallas Council on World Affairs, in his home on Gilbert Lane, Farmers Branch.

Early Monday, President Bayar and party were driven to the Renner Foundation, where he witnessed experiments being conducted to assist rehabilitating soil which has been worn out by constant farming for 60 or 70 years.

He also saw the new Santa Gertrudis breed of cattle developed on Texas' famous King Ranch—a blend of Indian Brahman and English Shorthorn.

Dr. C. L. Lundell, director of the Renner Foundation, presented the Turkish president with a five-pound sack of improved sesame seed, native to Turkey, and asked him to try it out on his return. Dr. Lundell told the president he expected sesame to become a major Texas crop in 10 years.

The dapper, little man showed his informality when he insisted on walking through the cafeteria line of the Magnolia Oil Company's research laboratories later in the day.

Here they were guests of Magnolia President J. L. Latimer, who led the Turkish president on a tour.

A SERVICE THAT NEVER CEASES—A STORY THAT NEVER ENDS

ROCK ISLAND
takes pleasure in presenting



BROOK HOLLOW

Industrial District, DALLAS

Five miles northwest of downtown Dallas lies a tract of 350 acres of land, part of an area identified as the Brook Hollow Industrial District.

Perhaps nowhere else in America is there a district so ideally suited to industry. Brook Hollow is in the center of one of the fastest growing industrial regions. Its utilities—electric power and natural gas—will provide favorable rates, and a master water system plan assures an abundant supply of water.

Industry will be happy at Brook Hollow. Its 50 to 100-foot landscaped setbacks are a promise of outstanding beauty. Not only is there an ample supply of labor, there are also splendid

homesites nearby, excellent schools, churches of every denomination, and a healthful climate. Significantly, within the greater Dallas trade territory reside over 19,000,000 persons!

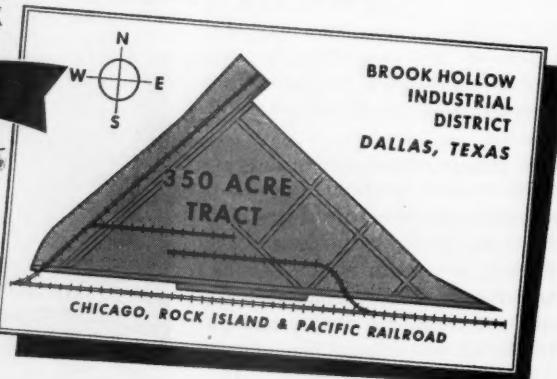
Rock Island directly serves Brook Hollow

Rock Island's rails adjoin this favored industrial district. And note from the map how comprehensive this rail service is—how it reaches down to the Gulf ports—moves north into Oklahoma—extends east to Memphis and west to the Panhandle and beyond—how it goes north to Kansas City—from Kansas City to St. Louis, Colorado—to the Twin Cities, Chicago.

May we send you detailed information concerning Brook Hollow as an industrial site?

Address—

R. E. DUGAN, Gen'l Industrial Agt. L. R. RAGOT, Ass't Gen'l Freight Agt.
A. F. HATCHER, Ass't Gen'l Industrial Agt. Corner Commerce & Field Sts.
Room 1010, La Salle Street Station Phone Randolph 4164
Phone WAbash 2-3200, Chicago 5, Ill. Dallas 2, Texas



ROCK ISLAND LINES

*The Road of
Planned Progress*

Businessmen Support

Big D's Big Band

A BANK president and a small boy have one thing in common: they thrill to the music of a military band.

For the past seven years, bank presidents, small boys, dowagers, parade viewers and thousands of other assorted Dallasites have felt their pulses quicken to the music of Dallas' own American Legion Band.

At the MacArthur appearance in the Cotton Bowl, the Nimitz Day Parade, on Armistice Day, the Fourth of July, during the State Fair and at countless other times and occasions, this Dallas musical organization has provided the band music citizens have come to expect as part of the pattern of American Life — and part of the glamour of Dallas.

Time and again this band has carried the name of Dallas up and down the streets of the major cities of the nation — Broadway in New York, Michigan Avenue in Chicago, Biscayne Boulevard in Miami, Broad Street in Philadelphia and other far-away places. In almost every post-war year it has been judged the top Legion band in Texas and is universally recognized as one of the top Legion bands of the nation.

By any standard this band would be reckoned as one of Dallas' major civic assets, for it is at once a civic as well as a musical organization. Made up of men from all walks of life, it is one of the most democratic organizations in Dallas. Serving without pay, its members include professional and non-professional musicians, labor leaders and businessmen, symphony performers and ex-army bandsmen, architects and salesmen, band leaders and teachers, public accountants and construc-

tion foremen, old timers of World War I and younger veterans of World War II, union and non-union musicians, veterans and non-veterans, all tied together with a common bond — their love for music.

Actually the Big D Metropolitan Post American Legion Band is the "official" unofficial band of Dallas. As a matter of routine the band is called out for parades and public functions at least once a week. Its 115 members rehearse every Monday night on their own time. If its service to Dallas were calculated at standard union rates, this band has contributed the equivalent of at least \$400,000 worth of music during the past seven years.

Yet its unpaid members furnish their own instruments which represent an investment of at least \$25,000. The American Legion, Department of Texas, has

BAND PRESIDENT A. C. Fricke shows his instrument, a clarinet, to L. A. Stewart, vice president of J. P. Awalt Company and band business manager.



BAND DIRECTOR Ralph Beck and City Secretary Harold Shanks try the stops of a bass horn.

paid thousands of dollars for the band's transportation and expenses to national Legion conventions. Public spirited businessmen of Dallas several times have contributed money for its uniforms. The routine expenses of the organization are defrayed by the Metropolitan Post 581 of the American Legion, Dallas' downtown business Legion post.

Its standing as a musical organization may be judged from the fact that in 1947 it ranked second only to the 85-piece Joliet, Illinois, band, 50 of whose 85 members played for the Chicago Symphony Orchestra. In recent national conventions it has consistently been judged in the first four Legion bands of the country. Its versatility is demonstrated by the fact that its repertoire does not consist merely of marches, but includes popular music like "Deep in the Heart of Texas," "I'm Getting Sentimental Over You," "Alexander's Rag Time Band." The band won its first state contest with the fast and very technical finale from Tchaikovsky's "Fifth Symphony."

The Big D American Legion Band and its music represent another phase of the "Dallas Spirit." It is part of the pattern of the many-sided civic service that has built Dallas because it represents the unselfish contribution of many men from all walks of life.

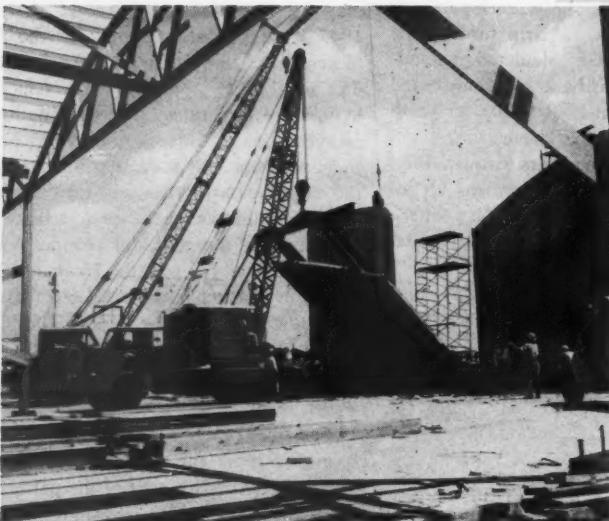
Just as Dallas business leaders serve the Chamber of Commerce, the Community Chest, the Red Cross, the Citizens Traffic Commission, the Greater Dallas Planning Council and other organizations, the members of the band make their substantial contribution to Dallas life.

MOTOR CRANES *in Action!*

TO ASSIST IN BUILDING DALLAS

Thirty two years experience in the
building and construction field qualifies
F. S. Oldt Company to fill your needs.

From equipment rentals, including
motor crane service, to actual
construction — our reputation merits
your consideration.



Above: Oldt Motor Crane hoists concrete bucket
pouring for Mrs. Baird's Bread plant; 1952.

Left: Oldt Motor Crane handles tip up slab for
warehouse construction; Proctor & Gamble; 1952.



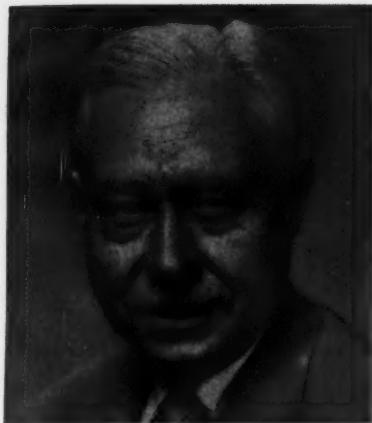
"Where there is BIG building . . .
there is OLDT equipment!"

F. S.



OLDT COMPANY
GENERAL CONTRACTORS

403 South Haskell Victor-6761 Dallas, Texas
Century Bldg. FOrtune-3120 Ft. Worth, Texas



JAMES L. BRYSON



CARL C. GREGORY



JAMES W. LEE, JR.

Four New Vice Presidents Named by Mercantile Bank

DIRECTORS of the Mercantile National Bank have elected four new officers and promoted seven others.

Assistant Vice Presidents James L. Bryson, Carl C. Gregory and James W. Lee, Jr., were promoted to vice presidents and Trust Officer Arthur H. Drebing was advanced to vice president and trust officer.

President Milton F. Brown disclosed the average amount of loans outstanding was the highest in the bank's history, totaling \$133,286,303.01 on December 31, 1953.

Gross earnings for the year were \$7,530,002.30 and net earnings reached \$1,475,895.59, equal to \$3.94 per share. Deposits at the end of 1953 totaled \$275,829,286.17, an increase of \$13,587,124.47 during the year and a 10-year increase of more than \$177,000,000, Mr. Brown noted.

ROBERT LASSELL has been appointed district manager of the Gamewell Company with offices in Dallas. The firm manufactures fire alarm and police signal systems.

Appointed by the governor to the State Board of Registration for Professional Engineers was ROBERT E. MOORE, SR., of Dallas.

W. W. OVERTON, JR., of Dallas has been re-elected a board member of the National Industrial Conference for a one-year term.

The bank's total resources were \$298,277,926.45 and total capital funds \$19,319,334.45. Dividends of \$750,000, or \$2 per share, were paid shareholders during the year.

Other promotions announced included John Dean Smith to trust officer; Robert L. Dauterman and Thomas A. Quillin to assistant vice presidents; Hobby S. Thompson and Herschel M. Nipper to assistant cashiers and Wesley W. Alexander and Ben J. Kerr to assistant trust officers.



ARTHUR H. DREBING

*For 30 Years
The House of
Mortgage Loan
Service*

MORTGAGE LOANS

COMMERCIAL AND
INDUSTRIAL BUILDING
LOANS

RESIDENTIAL, CONVENTIONAL
F.H.A. AND G.I.

TO BUY, BUILD FINANCE
OR REPAIR

LOANS APPROVED FROM PLANS
AND SPECIFICATIONS ON
PROPOSED BUILDINGS

SOUTHERN TRUST & MORTGAGE CO.

1302-4 MAIN STREET — DALLAS

TELEPHONE

F. M. LOVE, Chairman of the Board

RI-5551

AUBREY M. COSTA, President

Inspections and Commitments on Conventional Loans in 24 Hours

Mr. Builder...

"PLUS" VALUES

it's the



that SELL the house... and
home-buyers are INSISTING on

Buy-of-a-lifetime **Kitchen and Bathroom Fixtures**



AMERICAN-Standard
PLUMBING FIXTURES



JETGLAS the greatest
development in modern water heaters
(with a 10-year warranty)

These are but a few of the finest famous trade
names that our customers (and yours) have espe-
cially appreciated finding here during our 25
years in business.



and **Youngstown Kitchens**

Southland Supply Company, Inc.

2034 AMELIA ST. • DALLAS

Phone: JUstin 0341

DALLAS • FEBRUARY, 1954

Planning Council Studies Water and Air Needs

THE Greater Dallas Planning Council heard appeals for early Trinity River navigation, a more vigorous fight against aviation monopoly and a wise and mobile community plan at the council's annual meeting.

Brigadier General H. D. Vogel said a "pinch on a balanced economy is beginning to be felt and the next step must be to acquire heavy industry, which can be served adequately only by navigation.

"Hence, the Trinity must be made navigable in the not-too distant future," General Vogel, Southwestern division chief of the U. S. Corps of Army Engineers, said.

Stanley Marcus, chairman of the Chamber of Commerce Aviation Committee, warned that if Dallas does not win the battle against aviation monopoly at the Civil Aeronautics Board hearing in March, it may be another 10 years before the city has another chance.

The principal speaker, Leland Hazard, Pittsburgh businessman-planner, said that cities must plan big, but never too big to move.

DALLAS MAYOR Robert L. Thornton talks over municipal growth with Leland Hazard, principal speaker.



Former Mayor J. Woodall Rodgers presided over the meeting of the council.

Following the invocation by Bishop H. A. Boaz, a report was made by Chairman C. A. Tatum of the nominating committee. Mr. Tatum was followed by Mr. Marcus and Tyree L. Bell, chairman of the council's committee on streets and highways.

The committee for city beautification, headed by Mrs. Herbert Marcus, Sr., and Dudley K. Woodward, Jr., was followed by County Judge Lew Sterrett and Mayor Robert L. Thornton speaking briefly on their appreciation of the council's work during the year.

Chamber of Commerce President Jerome K. Crossman pledged the support of the Chamber in giving "unstinted and complete cooperation, not in starry-eyed planning, but in planning with understanding and vision that is at the same time realistic."

Thirty-six of the city's leading business and civic leaders were seated as honored guests in recognition of their past contributions in the field of municipal planning. They were:

Nathan Adams, A. H. Bailey, Geo. Waverley Briggs, John W. Carpenter, Paul Carrington, Mr. Crossman, James M. Moroney, Sr., Ed Drake, Edgar L. Flippen, Fred F. Florence.

John M. Fouts, Randle R. Gilbert, Karl Hoblitzelle, Judge W. M. Holland, D. A. Hulcy, T. E. Jackson, Dr. J. F. Kimball, J. L. Latimer, Marvin D. Love, George L. MacGregor, Mrs. Marcus, B. F. McLain, Homer R. Mitchell.

Roland L. Pelt, John W. Runyon, Wallace Savage, George Sergeant, George Sprague, R. G. Storey, Sr., R. D. Suddarth, Willis M. Tate, James R. Temple, Mayor Thornton, W. G. Vollmer, Mr. Woodward and Ben H. Wooten.

Mr. Hazard told of the tremendous cost to Pittsburgh in smoke abatement, rearrangement of highways, clearance of commercial slums, conversion of tax-paying properties into non tax-paying parks and parking stations.



THREE CIVIC GROUP presidents get together at the Greater Dallas Planning Council meeting. Left is Jerome K. Crossman, Chamber of Commerce president; J. L. Latimer, center, president of the Dallas Citizens Council, and J. Woodall Rodgers, Planning Council president.

"Such projects do not occur without serious dislocation of values and significant impairment of commercial interests," said the director of the Pittsburgh Plate Glass Company and vice president of the Allegheny Conference on Community Development of Pittsburgh, Pennsylvania.

"But by and large, the men who are the owners of such values and interests have been the men at the conference table and they have maintained a community attitude despite these hurts. The community as a whole has been benefited."

Mr. Hazard said he hoped the story of the development of Pittsburgh might be helpful to Dallas planners, "because the industrial and commercial ties between our two cities are so significant that we may feel the deepest concern."

General Vogel pointed out that a dredged channel from the Houston Ship Channel in Trinity Bay to near Anahuac already has been completed.

"A report now is in Washington for action by the board for rivers and harbors, which would take another long step by providing a salt water barrier and lock in the vicinity of Anahuac," the Army Engineers chief said.

He added that the Corps of Engineers has completed an interim report on the middle Trinity near Corsicana and expressed hope that results of the study can be announced soon.

Lofland Company Marks Twenty Years' Business

THE Lofland Company, born during the depression era, observes its twentieth birthday March 1 with an annual gross income of \$3,000,000.

Company President Ralph R. Lofland has seen the growth of the firm from a one-room "broker's office" in the Thomas Building to two reinforcing steel fabricating plants in Dallas and Houston.

Today the Lofland Company is among the largest of its kind in the Southwest. It has furnished its biggest item, reinforcing steel, to such monumental structures as Grapevine Dam, Belton Dam, Mercan-

A former F.B.I. agent, HENRY L. BROTHERTON, has assumed the duties of assistant manager of the Oak Cliff Chamber of Commerce.

*

The president of a Dallas employment service firm, CLAUDE K. KARR, has been elected president of the National Association of Personnel Consultants.

tile Bank Building, Corrigan Tower and numerous airport and highway projects.

Presently, Lofland is furnishing construction materials in the erection of the new Corrigan building at Main and Akard streets and the new Dallas Public Library. Many of the city's schools were built with Lofland-fabricated reinforcing steel.

About 50 per cent of the business involves highway and airport construction throughout Texas and other Southwestern states.

The story of the Lofland Company began in 1934 when Mr. Lofland and Dave May decided to form a corporation. The business prospered, but in 1939 Mr. May was forced to retire because of his health. Mr. Lofland bought his partner's half interest and built a fabricating plant for his reinforcing steel business at Lofland Avenue and Harry Hines Boulevard.

Annual volume increased and the list of employees grew steadily. Twelve years later the business had outgrown its facil-



LOOKING OVER old photographs of the Lofland Company are Ralph F. Lofland, right, president; Walter Galbraith, left, second vice president and chief engineer, and R. H. Maddux, first vice president.

ties and Mr. Lofland constructed the present Dallas plant on a four-acre tract at 5219 Maple Avenue.

Four of the first six men who bought into the company are now officers. They are R. H. Maddux, first vice president; Walter Galbraith, second vice president and chief engineer; Kurt Seidel, vice president in charge of the Houston plant, and Earl Wilson, secretary-treasurer.

Since these men became part-owners in 1949, several others have acquired stock interests in the firm.

THE Wynnewood

ANOTHER ADDITION TO THRO



The new Wynnewood Medical and Professional Building in Wynnewood offers to members of the medical profession one of the most convenient office locations in Dallas. Within the area of a 3 minute drive from Wynnewood are 20,000 families who have a long-felt need for a major medical center to serve them.

The building will feature 30,000 square feet of year 'round air-conditioned office space. There will be over 200 parking spaces for doctors and patients. The building will include an X-ray laboratory and a medical laboratory as well as a complete prescription pharmacy.

The Medical and Professional Building is scheduled for completion on or about May 1, 1954. Applications for leasing are now being accepted. For further information contact Wynnewood Village, Inc.

WYNNEWOOD VILLAGE, INC.



Highland Park Bank Names Three New Directors

Three new directors have been named to the board of the Highland Park State Bank at the bank's annual stockholders' meeting. Ben Smith, left, is assistant general manager in Texas for Southwestern Bell Telephone Company. John Q. Adams, center, is assistant to the president of Interstate Circuit, Inc., and W. H. Johnson is executive vice president of Lone Star

Steel Company. Re-elected directors of the bank are Eugene B. Germany, chairman; Wilfred G. Bruce, E. Wilson Germany, James F. Hayden, Weldon U. Howell, C. E. Kennemer, Jr., Tom G. Leachman, James Lewis, Norman Germany, W. M. Lingo, Jr., Stuart Moore, Fred J. H. Parker, W. L. Pickens, G. H. Vaughn, Jr., Gus K. Weatherred, D. A. Wilkes and E. L. Wilson.

The president of Pioneer Airlines, GEN. ROBERT J. SMITH, has been re-appointed a member and deputy chairman of the board of directors of the Eleventh District of the Federal Reserve Bank for 1954.

A former assistant district attorney, JERRY F. SHIVERS, has opened offices in the Fidelity Union Life Building. Mr. Shivers prosecuted misdemeanor cases for more than two years while serving in the district attorney's office.

JACOB METZGER, president of Metzger Dairies of Dallas and vice president of the Metzger Dairy of San Antonio, has been elected to the board of directors of Great National Life Insurance Company.

MEDICAL AND PROFESSIONAL BUILDING

THROWING WYNNEWOOD VILLAGE

The Wynnewood Medical and Professional Building now under construction is another step in the development of Wynnewood Village.

Wynnewood Village today is one of the largest, most modern in the Southwest. Upon completion of the

projected additions the village will cover 53 acres . . .

include more than 150 shops and stores with more than 600,000 square

feet of floor space. There will be free and unlimited

parking facilities for 6,400 cars.

The completed Wynnewood Village will be the only *regional* shopping center in the Southwest . . . serving all the needs of persons within a 30 mile radius.

DIVISION OF AMERICAN HOME REALTY COMPANY

2311 SALERNO DRIVE DALLAS, TEXAS. WI-0351

DALLAS • FEBRUARY, 1954

Council of Churches Moves to New Quarters

The Greater Dallas Council of Churches has moved into new and larger quarters at 406 Gibraltar Life Building, Council President Ben Spurgin announced.

The new office, though still modest in size, provides a separate executive office and committee room which has been needed for some time.

The outer office affords better facilities for reception, secretarial work, storage space and room for office equipment than the council's former quarters.

Mr. Spurgin also announced that the council had increased its membership from 71 churches of 14 denominations to 85 churches of 15 denominations.

The council occupied its former space in the Trinity Universal Building for three and one-half years.

*

Letter Service Expands. The A-1 Letter Service Company has moved to new and larger quarters at 2519 McKinney. The firm, which was consolidated with the C-P Letter Service recently, handles direct mail and offset printing. It is also equipped to furnish merchandising assistance, plan and develop programs for commercial promotions, handle local and statewide publicity and furnish convention service.

*

Echols-French Moves. Echols-French and Company has moved to new quarters at 1323 Levee in the Trinity Industrial District. The new location provides the firm with larger warehouse and office facilities.



"Dallas Story" Tells Local History

William Noll Sewell, publisher, Nelson A. Hutto, author, and Bill McClanahan, cartoonist, combined their efforts to produce a new book entitled "The Dallas Story." The 72-page slick magazine publication chronicles the history of Dallas in the informal style of Mr. Hutto, Sunset High School journalism teacher, and the original cartoons of Mr. McClanahan, *Dallas Morning News* staff cartoonist. Two hundred and twenty-five of Mr. McClanahan's illustrations are used through the book, now on sale at book stores and leading gift shops at \$1 per copy. The Dallas Chamber of Commerce is using the book as a promotion piece.

Insurance Firm Expands. The Dallas regional agents office of Security Standard Life Insurance Company has been moved to new quarters at 6617 Snider Plaza. The firm said the action was part of an expansion move. Manager of the Dallas regional office is Douglas A. Lord. Agents Max Looney and Wally Gursch will be stationed at the new offices.

Headquarters Established. The Liquid Carbonic Corporation has established its Western Machinery District headquarters at 2006 Bryan in the Gibraltar Life Building. The office will direct bottling machinery activities in 12 states. The firm's compressed gas activities are being administered from a separate office at 805 McKinney.

• FIRE • CASUALTY • SURETY

FELIX HARRIS & CO.
Insurance

RIO GRANDE BLDG., PACIFIC AT FIELD

PR-8228

• FELIX HARRIS • BEN HARRIS • REX HARRIS • BILL CARTER



Book Marks Anniversary Of Republic Insurance

The Republic Insurance Company of Dallas marked its fiftieth anniversary by the publication of a book commemorating its growth, "The Republic Story."

The 192-page book details the history of the firm since its founding by Ike and George Jalonick. Copies will be distributed to stockholders, employees and agents in 28 states, president Hugh H. Gaffney said.

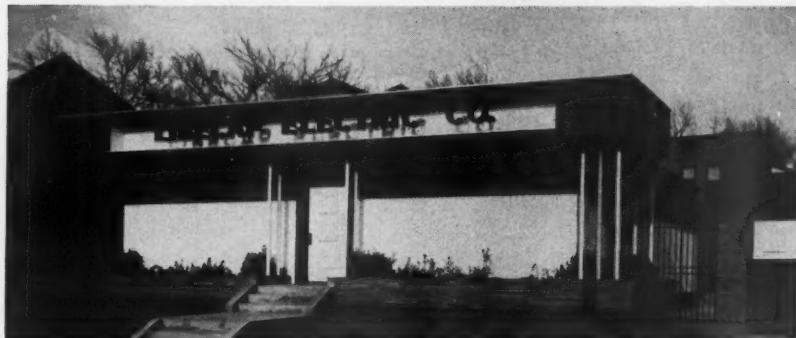
The golden anniversary volume was prepared by Ayres Compton Associates of Dallas, written by Jean Roberts and illustrated by William L. Harper, Jr.

The company was founded in 1903 with a capital of \$100,000 and, in its 50 years, grew to a company with assets of \$27,123,961 and a policyholders surplus of \$10,397,342—all without the sale of additional common stock, the book reveals.

The book reviews the history of the Texas-born company to the present, then sets out an optimistic look into the future.

*

Firm Opens Warehouse. The Mojud Company, Inc., has opened an office and warehouse in Dallas at 130 Parkhouse in the Trinity Industrial District. The firm, one of the country's largest and oldest manufacturers of ladies hosiery and lingerie, has branch offices in three other cities besides Dallas. The new warehouse-office building has 4,025 square feet. Williams and Wagner Construction Company owns the building. Sanders Campbell of Moser Company, realtors, handled lease negotiations.



Libecap Electric Company Occupies New Home

A new home office and headquarters has recently been occupied by the Libecap Electric Company. The building was planned by Architect George Christensen with exteriors designed by Peter Wolf. Now in its twenty-sixth year, the Libecap Electric Company is under the management of its owner and founder, Roscoe Libecap. Associated with Mr. Libecap are Morris Ivy, who operated the Ivy Electric Company in Dallas for more than 20 years, and Eddie Brous, who has been associated with the firm for 10 years and is in charge of estimating and engineering. The Libecap Electric Company specializes in major electrical installations and maintenance.

Systems Merge Facilities. The Diners' Club, original restaurant credit card service now operating internationally, has absorbed the regional Your Host credit system as a part of a southwestern expansion program begun last year, Alfred Bloomingdale, executive vice president, announced.

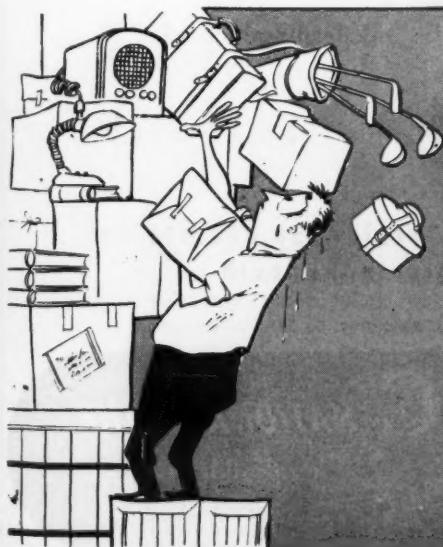
*

T. T. A. Expands Service. Trans-Texas Airways has inaugurated service to Kerrville, Texas. Dignitaries from Dallas took a special Trans-Texas flight to the Kerrville ceremonies officially signalizing the city's first scheduled airline passenger, mail, freight and express service.

Given Dealership. Southwestern-Vigorelli Corporation, 2810 Main, has begun operation of its exclusive dealership in this area for Vigorelli sewing machines. The machines are imported from Italy, then assembled in the United States with American-made motors.

*

Motor Company Opens. Helm Pontiac Company, a new sales and service dealership, has been established at 128 South Lancaster. The 1,950 square-foot new car showroom has all-weather air conditioning. Owner of the new firm is Walter Helm, former Pontiac-Cadillac dealer at Sulphur Springs.



Need Storage Space?

call

TEXAS DELIVERY WAREHOUSE

RA-8411



in **STRENGTH**
there is **SERVICE**

Production requires
strength—in men, materials...
and financing. At Republic
National of Dallas, the
strongest capital structure in
southern banking means
broader, better service to the
Southwest's leading industries.

Capital and Surplus \$50,000,000.00
Largest in the South

REPUBLIC NATIONAL BANK



OF DALLAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



Construction To Begin on Dallas' Largest High School June 1

Construction on Thomas Jefferson High School, to be Dallas' largest and most costly school, is scheduled to begin June 1. The school will cost an estimated \$2,318,488 and will be located at Walnut Hill Lane and Midway. The sprawling, finger-type building (modern design in one and two-story units) will be used upon completion as a junior high school until a junior high can be built on an adjoining plot. The

senior high school will contain 2,727,634 cubic feet and will be designed to accommodate 2,500 students—500 more than any of the present 10 high schools in the city. The Jefferson school will be a comprehensive unit with 45 typical classrooms, largest school library in the city, a 50-car faculty off-street parking area, chemistry, physics and homemaking laboratories, electric, wood, metal and mechanical drawing shops, two gymnasiums and visual education rooms.

Firm Opens Branch. The American Photocopy Equipment Company of Chicago has opened a branch office and warehouse at 127 Leslie in the Trinity Industrial District. The headquarters will serve as distribution center for the company in the Southwest.

Realtor Opens Office. A new real estate firm for handling duplexes, apartment houses and store buildings has been opened at 3323 Knight by Mrs. Eva Lee Hagar. Mrs. Hagar is a former Southern Methodist University lecturer on marketing, and the former owner of the Hagar Counseling and Employment Service.

Leases Warehouse. Texas Delivery Service Warehouse, Inc., has leased a 13,000-square-foot building at 1010 Dragon in the Trinity Industrial District. The building is owned by Trammell Crow. Horace E. Vail of Henry S. Miller Company, realtors, handled lease negotiations.

THOUSANDS OF DALLAS HOMEOWNERS ARE SOLD ON THIS SYMBOL OF QUALITY MILLWORK

WINDOWS

DOORS

KITCHENS

MANTELS

CABINETS

LOUVERS



Throughout the Southwest, from the smallest hamlet to Metropolitan Dallas, IDEAL Millwork Products have won the acclaim of homeowners for almost half-a-century. Produced in the South's largest standard millwork factory, IDEAL Kitchens, Doors, Windows, and other products are designed to add convenience and beauty to any home, regardless of the architecture or the price range.

When you build or remodel your home, be it cottage or castle, be sure to specify IDEAL Millwork. You'll be pleased with your smart investment for years to come.

IDEAL COMPANY, WACO, TEXAS



E. B. FOWLER



NICHOLAS F. ROBERTS



GEORGE F. GIBBONS



GLENN FACKA

Republic Bank Promotes 7 Officers; Adds Director

SEVEN officers were promoted and a new director named at the annual stockholders meeting of the Republic National Bank of Dallas.

Named a director was Edward H. Cary, Jr., son of the late Dr. Edward H. Cary and president of Cary-Schneider Investment Company.

E. B. Fowler was elevated from trust officer to vice president and Glenn Facka,

Nicholas F. Roberts and George F. Gibbons were promoted from assistant vice presidents to vice presidents.

James E. Magouirk was promoted from assistant trust officer to trust officer, Dewey H. Dean, from assistant cashier to assistant vice president and Otis Wheeler was named assistant cashier.

All other officers and directors were re-elected.

In his report to the stockholders, Fred F. Florence, president, cited total resources of the Republic National Bank of \$658,578,589.47 as of December 31, 1953.

The annual report showed Republic's deposits at \$576,576,230.56, a gain of \$62,291,281.94 over 1953.

Gross operating income was increased by \$2,465,569.38, totaling \$15,403,793.94. Net earnings for the year, after full provision for federal income taxes of \$3,621,771.46 and all other taxes and expenses due and accrued, amounted to \$4,179,377.65, or \$2.09 per share on the 2,000,000 shares outstanding.

Dividends at Republic reached \$2,718,000. This was an increase of \$352,500 over 1952 dividends paid. \$125,000 was added to the reserve for contingencies and \$1,336,377.65 was added to undivided profits.

Effective on May 1, 1953, capital and surplus of the Republic Bank was increased from \$42,500,000 to \$50,000,000.

MARKLE

MARKLE'S MARK OF DEPENDABILITY

... ALL ACROSS THE SOUTHWEST

PIONEERS IN STEEL WAREHOUSING

MARKLE STEEL CO.

1709 DELANO

Phone: BLACKSTONE 6611

HOUSTON, TEXAS

OUT FRONT in DALLAS with

BINSWANGER

Glass



CALL US FOR
Glass
OF EVERY
DESCRIPTION

Binswanger & co.
of Texas

TWIN SHOPS on South Lancaster, which have recently been added to the Corrigan-Crest addition, show planned, coordinated design. Windows are arranged to suit varying display needs and follow the popular trend of an open effect. Metal, glass, and ledge stone are well integrated into the picture.

BINSWANGER & CO. of Dallas is happy to have been able to work with the L. F. Corrigan interests in furnishing Libbey-Owens-Ford plate glass; Braco aluminum (safety-set) store-front metal, doors and frames; and metal columns. Call us to help you with your next building project — large, or small!

2019 N. Lamar
Ph. PR-7751

SERVING THE SOUTH AND SOUTHWEST WITH
GLASS AND PRODUCTS OF GLASS SINCE 1872

EVERYBODY IN DALLAS READS YOUR TRANSIT ADVERTISING

**574 Vehicles Travel Over
53,000 Miles Every Day!**

The 574 buses, streetcars and trolley coaches in Dallas are traveling an average of 53,900 miles every day up and down the city streets, not only in the heart of Downtown Dallas, but out in all the residential, suburban and shopping centers, for over 20 hours a day.

For Further Information . . .

For further information about Bus and Streetcar Advertising in Dallas call Merile H. Stevenson at PR-2521. No obligation, of course.



1. **BUS RIDERS AND PEDESTRIANS** — the 235,342 daily transit passengers as well as countless pedestrians in the downtown area and every part of the city see your "eye level" traveling displays . . . the ONLY outdoor advertising medium in Dallas that gives you **COMPLETE DOWNTOWN AND RESIDENTIAL COVERAGE**.



2. **MOTORISTS** — 233,000 Dallas County passenger cars carry motorists throughout Dallas who see these colorful "eye level" traveling displays many times during their trips — even **YOUR OWN salesmen** see them.



3. **DEALERS** — Most retail outlets are located either on or within a block of some transit route. These dealers see your "eye level" traveling displays and know that you are helping them to sell your merchandise.

Traveling Displays Cost Only . . .

20¢
a day

Why not inquire now?

TRANSPORTATION ADVERTISING SALES, INC.

TELEPHONE PR-2521

for the 51st time

Southwestern Life

reports
to its
neighbors

STATEMENT OF CONDITION

December 31, 1953

ASSETS

| | |
|-------------------------------------------|------------------|
| United States Government Bonds | \$ 42,569,005.61 |
| Texas County and Municipal Bonds | 19,492,164.77 |
| Public Utility and Corporation Bonds | 26,610,550.14 |
| First Mortgage Loans on Real Estate | 142,395,587.03 |
| Collateral Loans | 3,284,910.57 |
| Home Office Building | 1,800,000.00 |
| Preferred Stocks | 10,154,347.43 |
| Bank Stocks | 3,400,268.81 |
| Other Common Stocks | 6,884,742.10 |
| Cash | 5,618,403.86 |
| Loans Against Cash Value of Policies | 22,686,137.46 |
| Accrued Interest and Miscellaneous Assets | 1,455,321.09 |
| Net Premiums to Complete Policy Years | 9,840,868.36 |

These are premiums either in process of collection or due to be paid during the current policy year. Proper offsetting liability is included in the policy reserves shown in the statement.

TOTAL ASSETS **\$296,192,307.23**

LIABILITIES

| | |
|-----------------------------------------------|-------------------------|
| Policy Reserves | \$259,253,388.60 |
| Premiums and Interest Paid in Advance | 4,494,010.70 |
| Reserve for Taxes and other Liabilities | 3,681,428.29 |
| Commissioner's Mandatory Valuation Reserve | 658,096.00 |
| TOTAL LIABILITIES | \$268,086,923.59 |
| Surplus Funds for Protection of Policyholders | |
| Reserved for Contingencies: | |
| For Investment Valuation | 4,794,136.00 |
| For Interest and Mortality Fluctuations | 4,061,247.64 |
| Capital Stock | 5,000,000.00 |
| Surplus | 14,250,000.00 |
| | \$296,192,307.23 |

Highlights in 1953

| | | | |
|----------------------------------------------------------------------------------------|-----------------|------------------------------------------------------------------------------------------------------------|---------------|
| New Paid-For Business . . . | \$153,680,329 | Loans made to Texas Real Estate Owners since Company was organized | \$281,896,977 |
| Insurance in Force December 31, 1953 . . | \$1,065,059,933 | On December 31, 1953, market value of Stocks and Bonds exceeded Balance Sheet values by | \$6,284,495 |
| Payments made to Policyholders and Beneficiaries since organization | \$180,868,446 | | |

Southwestern Life
Insurance Company

JAMES RALPH WOOD, PRESIDENT

HOME OFFICE • DALLAS

FAMILY PROTECTION • BUSINESS LIFE INSURANCE • ANNUITIES • PENSION PLANS • GROUP LIFE INSURANCE

OUR NEW WAREHOUSE IN DALLAS



..... helps Kelley
to help the dealer

In North Texas Too



New warehouse facilities in Dallas mean that Kelley is now only a few hours away with complete stocks to fill your orders promptly and efficiently. You can carry a smaller inventory and still be sure that your customers will be served just as well. By reducing your inventory you can increase your turnover and in turn increase your profit. Kelley's new Dallas warehouse, at 2054 Irving Blvd., is located to give fast, dependable service to dealers in the North Texas area, just as the Houston and San Antonio warehouses serve other parts of the state. Let Kelley carry the stock to lower your inventory investment and increase your profits.



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2054 IRVING BLVD. - DALLAS

DALLAS • FEBRUARY, 1954



W. C. Miller Takes Easterwood Cup

W. C. (Dub) Miller, Dallas city councilman and first vice president of the Dallas Real Estate Board, is congratulated by L. Storey Stemmons, right, president of the board, and Howell Watson, center, as Mr. Miller receives the Easterwood Cup as the city's outstanding realtor during the past year. Mr. Miller is the seventeenth recipient of the award named for the late Col. William Easterwood. The 1953 award winner is an active partner in Bolanz and Bolanz, one of the city's oldest real estate firms. The past 16 winners were presented plaques as shown above by Mr. Watson, second vice president of D.R.E.B., who received the cup a year ago.



General Controls Occupies Regional Office

General Controls Company has occupied its new Southwest regional office and warehouse at 1804 North Industrial. The new headquarters contains 4,000 square feet of air-conditioned office and warehouse space, and will permit the firm to expand its warehousing, distribution and customer service activities throughout Texas, Oklahoma, Arkansas, Louisiana and Mississippi. The firm is one of the nation's largest manufacturers of automatic controls for home appliances, industrial equipment and aircraft. Trammell Crow owns the building. Lease negotiations were handled by Sanders Campbell, of Moser Company, realtors.

The Katz Agency, Inc., has announced that **WALLIS S. IVY, JR.**, has joined the firm as a salesman in the radio-television department.

CHARLES R. UNSWORTH, former independent oil operator, of Dallas has been elected vice president of Caribbean Oil Corporation.

A rectangular logo with a decorative border. The top line reads "Fort Worth - Dallas - Houston". The middle section has a large, stylized, cursive "E" followed by the word "Electrotyping". The bottom line reads "SAM ROSS McELREATH CO." in a bold, sans-serif font.

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Alex D. Hudson, Jr.

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Solve *your* personnel problems
by calling . . .

PR-4821

We have Executives, Office, Sales,
and Technical help of all kinds.

Your use of our interviewing room is invited.

H. NESTOR DuVALL, Manager

National City Building
DALLAS I, TEXAS

No Cost to the Employer



ABOUT 2,500 Dallas people heard an important January visitor, United States Ambassador Henry Cabot Lodge, Jr., chief U.N. delegate from the U.S. Following his address in McFarlin Auditorium, Ambassador Lodge answered questions from the audience. His talk was sponsored by the Dallas Council on World Affairs.

*

A gourmet's seal of approval was put on Dr. Pepper when Maurice C. Dreicer, gourmet, lecturer and radio and television commentator, lauded the soft drink at Brook Hollow Golf Club. He gave Dr. Pepper President Leonard M. Green a gold bottle opener with a Dr. Pepper bottle crown inset.

*

International Dallas? The board of directors of the Canadian-owned British-American Oil Company, Ltd., held their first meeting in the U.S. in Dallas this

month. Two subsidiaries, British-American Oil Producing Company and the Toronto Pipe Line Company are headquartered in Dallas.

*

About 20 cattlemen and their wives from five states took a guided tour of Dallas and the Pan-American Livestock Exposition headquarters at the State Fair grounds, before taking off on a 28-day tour of leading ranches in South America. They were members of the Braniff-Record Stockman Cattlemen tour group.

*

Sir Roger Makins, British ambassador to the United States, plans to visit Dallas and other Texas cities from March 3 to 11. On his arrival in Dallas, the ambassador will hold a press conference and address a private dinner of Texas newspaper editors. On March 4 he will make one of two major speeches in Texas when

he addresses a dinner to be held in Dallas in his honor.

*

Ralph S. Damon, Trans World Airlines president, said in Dallas he anticipates increased business for all domestic owned international airlines this year. He addressed the new Braniff Airways Employees Management Club.

*

When the Texas Bankers Association's Fifth District met in Dallas, its president, W. Neal Greer of Houston, predicted that "business is going to proceed during 1954 at a steady pace."

*

About 600 dentists for Southwestern states "pulled" into Dallas for their twenty-seventh annual Dallas Midwinter Dental Clinic. At table clinics held in Baylor Dental College, they discussed 40 topics of dentistry, including pedodontics, prosthodontics, periodontics and endodontics. The Dallas County Dental Society sponsored the meetings.

*

Robert Fielder of Abilene was chosen new president of the Texas Music Educators Association. The 1954 convention filled Fair Park auditorium with 2,500 music students and educators.

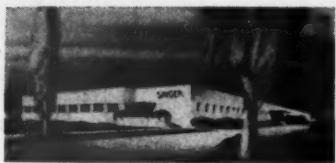
We're Building Texas Industry

To meet the specialized needs of the Southwest's great industrial expansion, we're constructing buildings for industrial leaders.

Leaders, such as Sears, Roebuck & Co., Best Foods, and American Airlines, are but a few of our many clients who have recognized Inwood buildings, including those shown at right, as buildings of distinction.



General Motors Parts Building



Singer Sewing Machine Company

inwood construction company

TRINITY UNIVERSAL BUILDING

DALLAS

PHONE RI-1897

New Distributor Opens Television Warehouse

The Saphin Television and Appliance Company, a new wholesale distributing firm, has opened a new warehouse at 1230 Dragon Street in the Trinity Industrial District. The firm will employ six salesmen in the Dallas-Fort Worth area, handling the Coolerator line of air-conditioning equipment, electric ranges, refrigerators and freezers.

Harold Saphin, a Southern Methodist University engineering graduate, is vice president of the company. The warehouse and offices will occupy 10,000 square feet of floor space.

Williams and Wagner Construction Company are owners and general contractors for the building. Lease negotiations were handled by Sanders Campbell of Moser Company, realtors.

*

Jack Kemp and Associates, public relations firm, has announced that ELIZABETH FORSLING, formerly with *Newsweek* and the American Broadcasting Company, has joined its staff as a specialist in radio and television production and a general public relations account executive.



America Fore Creates Southwestern Department

James D. Culpepper, left, secretary of America Fore Fire Companies, has been named to head America Fore Insurance Group's newly created Southwestern department offices at 1505 Federal Street. The Southwestern department will serve the company's expanding business in Texas and Louisiana, officials said. C. C. Gorsuch, right, is supervising manager of the Dallas branch office of the Fidelity and Casualty Company of New York, the casualty member of the America Fore Group, which will continue to operate at the same location. Mr. Culpepper is first vice president of the Insurance Library Association, a member of the committee on special forms and coverages of the Southeastern Underwriters Association, and a member of the Insurance Club of Dallas. He was recently elected to the executive committee of the Texas Insurance Advisory Association as well as the executive committee of the Louisiana Insurance Advisory Association.

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MORTGAGE BANKERS

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PHONE PR-6361

The logo for American General Investment Corporation is a circular emblem. Inside the circle, a figure is depicted riding a horse, with the words "LEADER IN" curved along the top inner edge of the circle.



Light . . .

the symbol of progress!

Seventy-five years ago Thomas A. Edison perfected his incandescent lamp and the modern era of electricity began.

At first electricity was considered a fad by many and a luxury by others. When Dallas' first "light plant" opened in 1883, it supplied electricity only for downtown streets and a few hotels and stores.



COMPARE DALLAS in the twenties

Light was opening new vistas of living. Almost every building and home had electric lights. But the full potential of lighting still had not been realized. Buildings that were landmarks by day were lost in the darkness of night.



DALLAS TODAY

The city's nighttime skyline has become a symbol of Dallas' progress and growth. The glowing lights of its many buildings express more than any words that here is industry, here is growth, here is a city to be proud of.

DALLAS POWER & LIGHT COMPANY





Named Dallas National Bank Directors

G. U. Pickering, left, and Robert E. McKee, Jr., have been elected to the board of directors of the Dallas National Bank. Mr. Pickering, a Dallas resident since 1933, is president of the Vitalic and Allied Battery Companies. Mr. McKee, an engineering graduate of Texas Western College and the University of Texas, is vice president and director of Robert E. McKee General Contractor, Inc. W. H. Kosanke, R. A. Walling and John F. Curran were promoted to vice presidents. E. E. Ellis, Jr., and Robert P. Murphy were elevated to assistant vice presidents and H. Tom Steely, Frank E. Doran and R. E. McMains were named assistant cashiers.

Auto Electric Moves. The Auto Electric and Rewinding Company has moved to larger quarters at 207-09 Henry Street. The firm, which does generator, starter and armature rewinding, will utilize 5,000 square feet of office and shop area in addition to customer's parking space. The company is owned by F. E. McLemore and B. T. McLemore. Vaclav Kraft owns the property. Tom A. Whitley with Howell H. Watson and Jack D. Watson, realtors, handled lease negotiations.

Home Office Moves. The States General Mutual Life Insurance Company of Houston has moved its home office to Dallas. The offices are located at 211 North Akard. William A. Crowley, recently re-elected president of the legal reserve company, said he expected his agency force to write \$5,000,000 of new business in the first six months of his present administration.

Executive Appointments Made by Braniff Airways

Braniff International Airways has announced the election of five new vice presidents, an assistant vice president and a treasurer.

The new vice presidents are C. G. Adams, former secretary and treasurer; Rex Brack, former general traffic and sales manager; R. V. Carleton, former operations manager; Malcolm Harrison, former personnel director, and Walter M. Henshel, former director of public relations.

V. A. Kropff, former assistant to the executive vice president, was promoted to assistant vice president and Oscar Crane, former assistant treasurer, was elevated to treasurer.

The vice presidents and Horace Bolding, newly promoted director of purchasing and stores, were all appointed to a new management advisory council, created and headed by President Charles E. Beard, Executive Vice President J. W. Miller is vice chairman of the new council.

*

New Company Organized. Dallas Avionics, Inc., a new firm specializing in service, sales, overhaul and maintenance for all types of commercial, private and executive airplane communications and electronics equipment, has been formed at 3300 Love Field Drive. With some 2,000 square feet of air-conditioned floor space, the company has three individual screen rooms for the testing of all types of air communications and navigation equipment.

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51st Annual Statement

This year the Republic Insurance Company begins its second half century of progress grateful to its many agents, policyholders and stockholders for the part they have played in our first half century of growth . . . and dedicated to a policy of sound management and understanding service during the years to come.

We take pride in presenting herewith our 51st Annual Financial Statement.

Annual
FINANCIAL STATEMENT
REPUBLIC CASUALTY CO.
(A WHOLLY OWNED SUBSIDIARY)

As of December 31, 1953

ASSETS

| | |
|-----------------------------------------------|-----------------------|
| Cash in Banks | 8 276,866.77 |
| U. S. Government Bonds* | 1,141,947.14 |
| Public Utility Preferred Stocks† | 47,000.00 |
| Industrial Preferred Stocks† | 46,000.00 |
| Industrial Common Stocks† | 93,148.00 |
| Agents' Balances (Not over 90 days) | 177,325.30 |
| Premium Notes | 12,313.69 |
| Other Assets | <u>1,746.88</u> |
| | <u>\$1,796,347.78</u> |

LIABILITIES

| | |
|------------------------------------------|-----------------------|
| Unearned Premium Reserve | 8 659,861.89 |
| Reserve for Losses | 209,740.00 |
| Reserve for Taxes | 32,865.70 |
| Other Liabilities | 10,897.33 |
| Schedule "P" Statutory Reserve | 46,136.23 |
| Contingency Reserve | 36,842.20 |
| Capital | \$100,000.00 |
| Surplus | 400,004.43 |
| | <u>800,004.43</u> |
| | <u>\$1,796,347.78</u> |

*Amortized

†Value as established by Insurance Commissioners Committee on Valuation of Securities

U. S. Government Bonds of the par value of \$345,000.00 are on deposit with the Insurance Departments of various states in accordance with legal requirements.

*Writing: FULL COVERAGE AUTOMOBILE
 MISCELLANEOUS LIABILITY and BURGLARY*

FINANCIAL STATEMENT

As of December 31, 1953

ASSETS

| | |
|-------------------------------------------------------------|------------------------|
| Cash in Banks and Offices | 8 2,985,451.98 |
| U. S. Government Bonds* | 8,011,299.02 |
| State Bonds* | 119,020.88 |
| Municipal Bonds* | 3,630,578.83 |
| Industrial Bonds and Public Utility Bonds* | 7,854.71 |
| Mortgage Loans | 130,304.72 |
| Collateral Loans | 181,468.81 |
| Savings and Loan Investments | 1,613,551.84 |
| Public Utility Preferred Stocks† | 812,884.00 |
| Industrial Preferred Stocks† | 1,189,992.70 |
| Bank Stocks† | 3,167,117.00 |
| Insurance Stocks† | 900,704.00 |
| Republic Casualty Co. (a wholly owned subsidiary) | 836,846.63 |
| Railroad Common Stocks† | 31,500.00 |
| Public Utility Common Stocks† | 390,567.00 |
| Industrial Common Stocks† | 2,187,015.28 |
| Agents' Balances (Not over 90 days) | 1,183,488.28 |
| Premium Notes | 928,567.76 |
| Home Office Building | 143,383.79 |
| New Home Office Building Site | 180,108.50 |
| Eastern Department Building | 101,590.24 |
| Pacific Coast Department Building | 97,081.79 |
| Due from Reinsurers | 270,113.10 |
| Other Assets | <u>102,374.56</u> |
| | <u>\$29,202,865.42</u> |

LIABILITIES

| | |
|------------------------------------|------------------------|
| Unearned Premium Reserve | 8 16,595,360.31 |
| Reserve for Losses | 836,892.00 |
| Reserve for Taxes | 831,601.91 |
| Other Liabilities | 151,667.77 |
| Contingency Reserve | 2,942,461.83 |
| Capital: | |
| Preferred | \$1,800,000.00 |
| Common | 2,400,000.00 |
| Surplus | <u>\$4,200,000.00</u> |
| | <u>3,644,881.60</u> |
| | <u>7,844,881.60</u> |
| | <u>\$29,202,865.42</u> |

*Amortized

†Value as established by Insurance Commissioners Committee on Valuation of Securities

U. S. Government Bonds of the par value of \$1,410,000.00 are on deposit with the Insurance Departments of various states in accordance with legal requirements.

*Writing: FIRE • TORNADO • WINDSTORM
 HAIL • EXPLOSION • RIOT and CIVIL COMMOTION
 EARTHQUAKE • EXTENDED COVERAGE • INLAND MARINE*

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Pacific Coast Dept. 675 S. Park View, LOS ANGELES, CAL.

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MARSHALL NEWCOMB



L. T. POTTER

Lone Star Gas Company Increases Executive Staff

THE executive staff of Lone Star Gas Company has been increased to include six new vice presidents, an executive vice president and two senior vice presidents.

D. A. Hulcy, president and chairman of the company's board, announced the action following a recent meeting of the board.

The move was designed to meet new developments resulting from the growth of the firm and its operating territory. Some branches of the company's operations have more than doubled and others tripled during the past 10 years, Mr. Hulcy pointed out.

"From 1942 through 1952 the company built and added more property than it had accumulated in all of its previous 33 years," he said.

Vice Presidents Elmer F. Schmidt and Chester L. May were elected senior vice presidents; L. T. Potter, assistant to the president, was named executive vice president.

Marshall Newcomb, general counsel and board member, was elected a vice president.

Other new vice presidents are Julian L. Foster, superintendent of transmission; E. A. Brown, manager of exploration and gas supply; M. L. Bird, operating manager of the general division of distribution; W. F. Wright, general manager of the Dallas division of distribution, and Joe C. Darrow, general manager of the Fort Worth division of distribution.

Mr. Potter was also elected a board member. Mr. Schmidt and Mr. May remain as members of the board.



Magnolia Pipe Line Promotes Officials

Joe E. McGeath, left, has been appointed general superintendent and R. L. Taylor named assistant to the manager by Magnolia Pipe Line Company. A native of Montpelier, Indiana, Mr. McGeath joined Magnolia in 1923 as a member of a connection gang. After working in Oklahoma, West Texas and East Texas as a gauger, and being promoted to district superintendent at Alice, Texas, he was advanced to superintendent of the southern division. In 1946 he was appointed assistant general superintendent with headquarters in the company's general offices in Dallas. Mr. Taylor, a native of Corsicana, also joined the company in 1923. After duty as disbursing agent on various pipe line construction projects, he was made chief clerk in the company's district office at Kings Mill, Texas, and later was appointed division chief clerk at Oklahoma City. In 1943, Mr. Taylor was transferred to Dallas and appointed administrative assistant in the general superintendent's office. John G. Norton, former chief mechanical engineer for the company, has been elected a director of Magnolia Pipe Line Company. Mr. Norton joined Magnolia in 1927 as assistant superintendent of maintenance.

New Manufacturing Firm Displays First Line

Bender-Thomas of Dallas, a new manufacturing plant at 1922 South Akard, displayed its first line of dresses and sportswear at the Spring and Summer market.

The company is manufacturing medium-priced dresses, suits and separates, and is stressing cottons, domestic and imported, for its first season, Hinds V. Thomas, president, said.

Mr. Thomas is a former sales and advertising executive. He recently resigned as sales manager of an office equipment retailing chain in West Texas to assume the duties of president and sales manager of Bender-Thomas.

M. C. LoCaste of Dallas is chairman of the board. Mr. LoCaste retired as president of the Regal Manufacturing Company of Dallas. He was one of the founders and a partner in that firm until his retirement in 1950.

Claud G. Bender is secretary and treasurer of the new firm. Mr. Bender has had 20 years in the dress manufacturing business as pattern maker and production manager.

Almanac Gives Facts On Texas Economics

The big pro and con of present Texas economic development comes from booming industrial development and short water supply, the 1954-55 edition of the Texas Almanac points out.

The latest volume of the Dallas Morning News publication shows the net value of Texas manufactures in 1953 reached the \$4,000,000,000 mark. The principal new activity during the last two years has been in the building of great new chemical plants along the Gulf and the erection of big interior plants such as the \$100,000,000 aluminum plant at Rockdale and the big steel mill at Daingerfield.

The manufacture of sulphur from sour gas is also an expanding industry, particularly in West Texas and the Panhandle.

The Almanac reports that 100 large and small cities were affected by a water shortage during the prolonged drought of 1951-53. But by the middle of 1953 there were 525 reservoirs completed or under construction with a total capacity of 36,000,000 acre-feet. Some 10,000,000 acre-feet capacity in reservoirs were on the state's drawing boards.

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pig iron. Now's the time to scour
your premises — and turn
urgently-needed metal
scrap into cash!

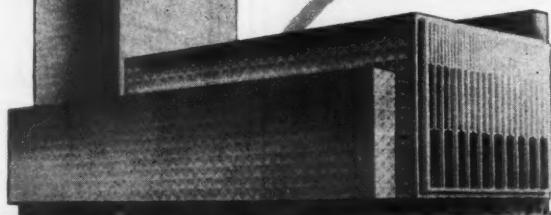
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*One of the many fine institutions
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City Council Approves Love Field Features

Major features of a \$10,500,000 Love Field expansion program have been approved by the City Council's Aviation Committee.

Councilman W. C. Miller, chairman of the committee, and Mayor Robert L. Thornton summarized the plan following a conference with James C. Buckley, New York aviation consultant retained by the Dallas Chamber of Commerce and the City of Dallas.

Mayor Thornton said the program would make Love Field the first intercontinental class airport in Texas.

"The city will proceed to execute these plans as rapidly as possible," Mayor Thornton promised.

The new master plan includes extension of the northwest-southeast runway to 7,750, with provision for ultimate length of 8,500 feet; extension of the north-south runway to 6,000 feet immediately and the closing of the seldom-used northeast-southwest runway.

"These improvements will place the airport well within the federal government's specified runway requirements for an intercontinental class airport and will make it one of the finest in the country," Councilman Miller pointed out.

The new terminal building will be approximately one and one-half miles closer to downtown Dallas and provisions will be made to provide helicopter service at the front door of the terminal building.



Airline Presents Award to Stanley Marcus

United Air Lines has recognized the services of Stanley Marcus, right, 1952-53 chairman of the Chamber's Aviation Committee, with the presentation of the company's highest award. The award, signed by W. A. Patterson, president of the line, was presented by Jack Tobin, left, district sales manager, in a brief ceremony in the executive offices of Neiman-Marcus Company. The award, similar to one presented to President Dwight D. Eisenhower, commends Mr. Marcus for his "outstanding contribution to the progress of air transportation."

The new Dallas sales manager for Braniff International Airways is JOHN KRIEGER, who transferred to Dallas last year from Kansas City, Missouri, where he began with the company in 1944.

A veteran of more than 10 years in the insurance business in Dallas, ROBERT A. RIGGS has transferred from the home office of the Security Standard Life Insurance Company to its Dallas regional office as an agent.

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- ★ PLANER KNIVES - SHAPER STEEL - SAND PAPER - SANDING BELTS
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the SOUTHEAST.



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Ginners' Association Occupies New Home

The Texas Cotton Ginner's Association has moved into its new headquarters at 3724 Race Street. The new building was especially designed for the group. It was dedicated to Jay C. Stilley, executive vice president of the organization, with a plaque as a permanent part of the building. The building will also house the National Cotton Ginner's Association. Mr. Stilley, executive vice president of both groups, has recently been appointed an adviser to the president of the National Cotton Council of America. George Edwards was architect of the association's new building and Gerald Harr was the contractor.



New Prepared Dough Biscuit Plant

The Gladiola Biscuit Company has completed a new building, the largest for prepared dough biscuits in the nation, at 139 Harvester. The Gladiola Company is the fourth firm to go into the prepared dough industry. The building, planned by F. J. Woerner and Company, has an air-conditioned production room and executive offices. Rail sidings and truck loading docks complete the plant. Lease negotiations were handled by Jim Moran of Hudson and Hudson, realtors. Marvin Gassman was the contractor. Biscuits will be featured initially in the Southwest with a national expansion program to begin immediately.

Firm Opens Branch. The D. N. and E. Walters Company has opened a branch office and warehouse at 333 Exposition. The firm distributes floor coverings, converts drapery and upholstery fabrics and imports bamboo home furnishings. The building, for which Miller Beer and Company handled negotiations, has been remodeled with offices, showrooms and displays occupying the first floor.

Mutual Firm Converted. Charter members of Western States Mutual Life Insurance Company of Dallas have voted to change the company from an old line legal reserve mutual to an old line legal reserve stock company. President R. W. Pullen announced plans for naming the new stock company the Western States Life Insurance Company. The company has its offices in the Reserve Loan Life Building in Dallas.



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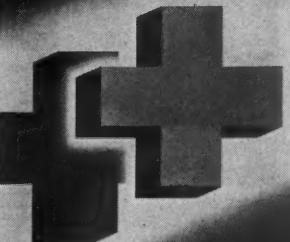
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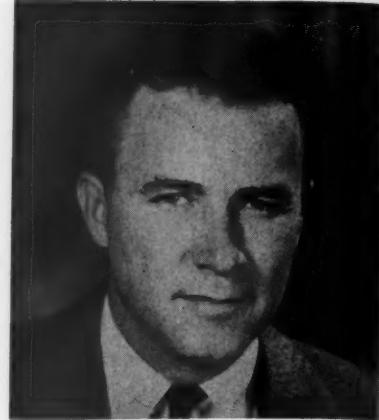


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New Guardian Director

C. W. Flynn, III, Dallas real estate and construction man, has been elected to the board of directors of the Guardian Savings and Loan Association. DeWitt T. Ray, Jr., was elected a vice president at the annual meeting of the 25-year-old firm and Ballard Burgher was re-elected president.

*

The newly formed Downtown Toastmasters Club elected the following officers: TOM STARKE, president; FLYNN CHAMBLEE, vice president; JIM HERLONG, secretary; WILLIAM J. DAVIS, treasurer; BILL COX, sergeant-at-arms; BOB GOSSETT, educational chairman, and JOE BRIDGES, deputy governor.

*

Texas Employers Insurance Association and Employers Casualty Company, companion Dallas insurance firms, have named THOMAS M. NELSON educational director. Mr. Nelson, an S.M.U. insurance professor, will coordinate and modernize personnel training programs.

*

The Dallas Chapter of the Public Relations Society of America has named AYRES COMPTON, president of Ayres Compton Associates, a member of the board of directors.

*

G. RAE WILSON and RICHARD H. KINKEL, JR., have joined the Dallas staff of Timber Structures, Inc. Mr. Wilson is sales manager for Timberib rafters and Mr. Kinkel, as sales engineer, will work with architects, engineers and contractors.

*

Schneider, Bernet and Hickman of Dallas, securities firm, has promoted W. L. JACK NELSON to vice president and director.

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ANTHIS INDUSTRIAL RUBBER & SUPPLY



New Higgins President

C. C. Durbin has been elected president of the R. H. Higgins Company. Mr. Durbin joined the firm in 1948 as sales manager and became vice president in 1951. W. B. Wofford was named vice president and sales manager. Mr. Wofford had been division manager with the company, distributors of Beltone hearing aids. R. H. Higgins, former president, has been elevated to chairman of the board.

*

Former Dallas Mayor WALLACE H. SAVAGE has been named regional vice chairman of the Citizens Committee for the Hoover Report on Reorganizing the Executive Branch of the Federal Government.

*

Mayor R. L. THORNTON, SR., has been re-elected to his ninth term as president of the State Fair of Texas. D. A. HULCY, president of Lone Star Gas Company was named a new director.

*

A veteran of 30 years in the armed forces, COL. GEORGE ASHLEY BREWER, is the new commanding officer of the Texas Wing of the Civil Air Patrol with headquarters at Love Field.

*

GUS K. WEATHERRED has been elected to the executive committee of the Southwest Warehouse and Transfermen's Association. Mr. Weatherred is president of the Dallas Transfer and Terminal Warehouse Company.

*

The new president of the North Texas Chapter of the American Institute of Real Estate Appraisers is W. G. HARRIS, Dallas. Named president-elect of the Dallas Chapter of Society of Residential Appraisers was JAMES TEELING.

NATIONAL CITY BANK
of Dallas

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F. D. I. C.



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Adleta Show Case & Fixture Manufacturing Co.

You'll be satisfied if it's an Adleta installation

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Named Braniff President

Charles E. Beard of Dallas has been elected to the presidency of Braniff International Airways. Mr. Beard is a 25-year veteran in the field of commercial air transport and has served as Braniff's executive vice president since 1947. He joined Braniff in 1935 as general traffic manager at Oklahoma City and two years later was elected vice president and a member of the board of directors.

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Waterproofing Manager

F. M. Hubert has assumed management of Davis Brothers Waterproofing, Inc., recently incorporated division of Davis Brothers, painting contractors. A waterproofing engineer with 27 years experience in Southern California, Mr. Hubert, above, examines a high pressure pneumatic caulk gun. The gun is used in the installation of Neo-Flex, a new material utilizing Neoprene that penetrates joints and expands and contracts with weather changes, according to Mr. Hubert.

*
A. Harris and Company has announced the appointment of MRS. JANE SMITH to buyer for the better dress department.



Public Relations Manager

William A. Lashley has been named manager of the Southwest Public Relations office of Ford Motor Company with offices in Dallas. The new office will handle public relations and publicity matters for all company components, including the Ford and Lincoln-Mercury divisions in Texas and Oklahoma, a region formerly covered from the firm's Kansas City office.

*

The Baylor University Board of Trustees has named C. H. ZACHRY, 4300 Edmondson, a member of the Dallas Executive Committee. The committee governs Baylor Hospital, Baylor College of Dentistry and affiliated graduate schools of the university in Dallas.

*

Eleven Dallas men have been licensed to practice law, the State Board of Law Examiners has announced. The new Dallas attorneys are: WALTER W. BRUDNO, C. BURCHAM BUDD, WILLIAM J. DAVIS, WILLIAM S. DOWNARD, ROBERT B. FORD, DON HOWARD MATHISON, JOSEPH T. NANCE, DONALD JOSEPH PIERCE, GORDON H. ROWE, JR., RANDOLPH SCOTT and FRED B. SHELTON, JR.

*

Promoted from office manager and assistant vice president, and agency director and assistant vice president, respectively, to full vice presidencies were RAY T. COMPTON and E. A. LANGE of the National Bankers Life Insurance Company.

*

Kraft Foods Company has announced the election of JULIAN V. JONES to vice president. Mr. Jones is Kraft's southwestern division manager.

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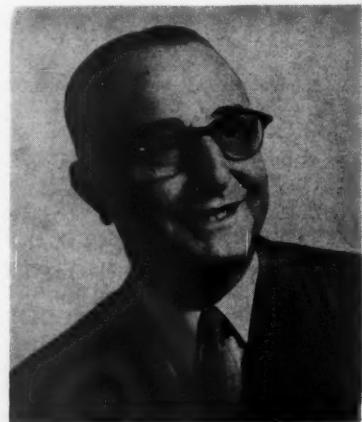


Man of the Year

Arthur L. Kramer, Jr., president of A. Harris and Company, has been named "Man of the Year" for 1953 by the Dallas Junior Chamber of Commerce. Mr. Kramer was the twenty-seventh to receive the distinction since the award was inaugurated in 1927. Earlier in the year, Mr. Harris was selected one of the Five Outstanding Young Texans of 1953 by the Texas Junior Chamber of Commerce.

*

The Texas Envelope Company has announced that VIC GOVERTS, a veteran of 15 years in the paper converting, lithographing and photo-engraving fields in the Southwest, has joined its sales staff.



JAS K. WILSON invites you to meet Bill Oshman. Mr. Oshman has recently been appointed to the staff of experienced clothing men in the second floor Clothing Department. He has been selling men's clothing and furnishings in Dallas for 30 continuous years and his background and experience qualify him to serve you in a correct and efficient manner.

Advertisement



Named Bank Director

H. E. Hartfelder, president of Oak Farms Dairies, has been elected to the board of directors of the Oak Cliff Bank and Trust Company. Mr. Hartfelder is president of Dairy Products Institute of Texas, director of the International Association of Ice Cream Manufacturers and past president of the National Association of Cost Accountants, Dallas chapter. Officers promoted by the bank were O. N. Burke, assistant vice president; Harold R. Coffman, assistant cashier; James A. Lloyd, assistant cashier, and J. C. Myrick, auditor.

*

The Dallas County district attorney's office has announced the promotion of FRED BRUNER to first assistant district attorney and JAMES K. ALLEN to chief felony prosecutor.

*

ERNEST L. TUTT, retired Dallas regional director of the United States Department of Commerce, has joined Southern Provident Life Insurance Company as special representative in the local office.

*

ROBERT F. WEICHSEL, vice president and treasurer of the Great National Life Insurance Company, has become a director in the National Federation of Security Analysts.

*

Directors of the Texas Empire Life and Accident Insurance Company named JOHN R. BOYD assistant secretary of the company.

*

Officials of Oil and Gas Property Management, Inc., have announced the election to vice presidency of C. C. (MIKE) HARTER.

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- FAST AND EFFICIENT CLOSINGS
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134 Wynnewood Village

163 Walnut Hill Village
Lobello Building — Preston Square
101 North Main Street — Irving
103 South Center — Grand Prairie
221 West Main — Mesquite

Of Interest to Distributors *Selling to Industry*

The April issue of *The Southwestern Purchaser* will be the 18th ANNUAL DISTRIBUTORS' ISSUE.

Advertising space in this issue will go directly before purchasing agents in the oil, utility, aircraft manufacturing and institutional companies throughout Texas.

It is the supply company's opportunity to tell his story of stock and service in the purchasing agents own magazine—at a time they are thinking about supply sources.

Dallas is a distribution center. A strong entrance into this issue by Dallas distributors will enhance this position.

Advertising Rates on Request

Forms Close March 25th

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The Texas Buyer's Own Magazine

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OFFICES IN 24 STATES, WASHINGTON, D. C. AND CUBA

ORKIN SINCE 1901

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"Otto"
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MAN



Elected to Bank Board

William R. Moore, a senior partner and manager of Munger and Moore, Dallas insurance organization, has been elected to the board of directors of the National City Bank of Dallas. Mr. Moore is also a partner in Wynnewood Insurance Agency and Twin Cities Development Company; president of S and M, Inc.; president of Shook and Moore, Inc.; vice president of H. W. M. Corporation, and a director of Gafe-Callahan Construction Company and Tom Thumb Stores of Dallas. Earl H. Holden, L. Ray Jones and J. Leonard Smith were promoted to vice presidencies.



O.I.I.C. Representative

Jack Robinson has been appointed district representative of the Oil Industry Information Committee in the Gulf-Southwest district of the American Petroleum Institute. Mr. Robinson, who will be based in the Dallas office, is a former public relations director of the East Texas Chamber of Commerce.

B. FRANK WHITE, has been named director of the Internal Revenue Service's regional office in Dallas.

Growing...

Pictured is unique graph conceived and built of wood by Lone Star's Gas Measurement Department. It dramatically tells the growth story of Lone Star month-by-month and year-by-year since June, 1909, when the company was founded. There is a bar representing each month's gas volume delivered, arranged from left to right starting with January on the left. The twelve months are arranged in rows representing each year. Bars on right side represent each year's volume. Note the valley in center, showing how summer weather affects the gas business.

Cities Served by Lone Star Gas Company Have Gas To Grow On

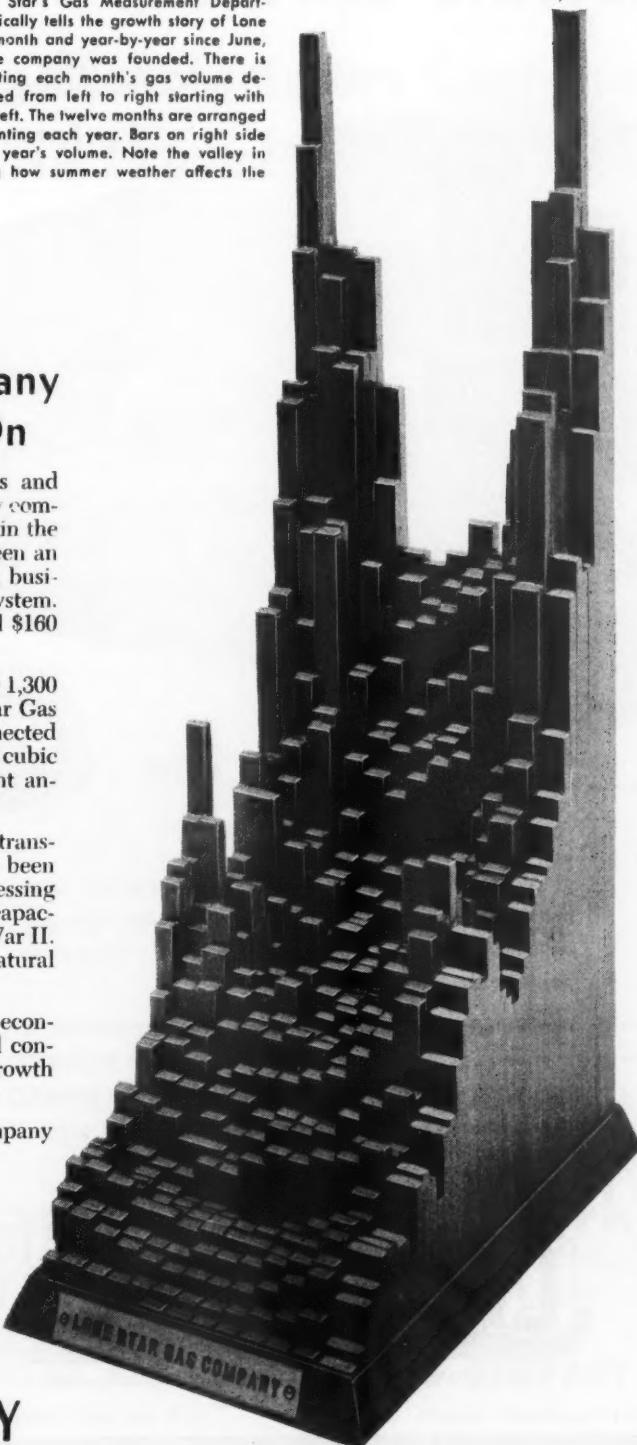
THE 422 TEXAS and Oklahoma cities and towns served by Lone Star Gas Company comprise one of the fastest growing sections in the nation. Since World War II there has been an increase from 363,000 to 685,000 homes, businesses and industries on Lone Star Gas System. For this increase, Lone Star has invested \$160 million in expansion.

Lone Star has added gas reserves. Over 1,300 wells in about 165 fields supply Lone Star Gas System. Reserves under contract and connected have been increased to almost four trillion cubic feet, which is about 20 times the current annual consumption.

Over 6,000 miles of field gathering, transmission and distribution pipelines have been added. Compressor stations and processing plants have been built. System delivery capacity has more than doubled since World War II. It now exceeds one billion cubic feet of natural gas per day.

Newspaper and magazine editors and economists say natural gas has been and will continue to be an important factor in the growth of this section.

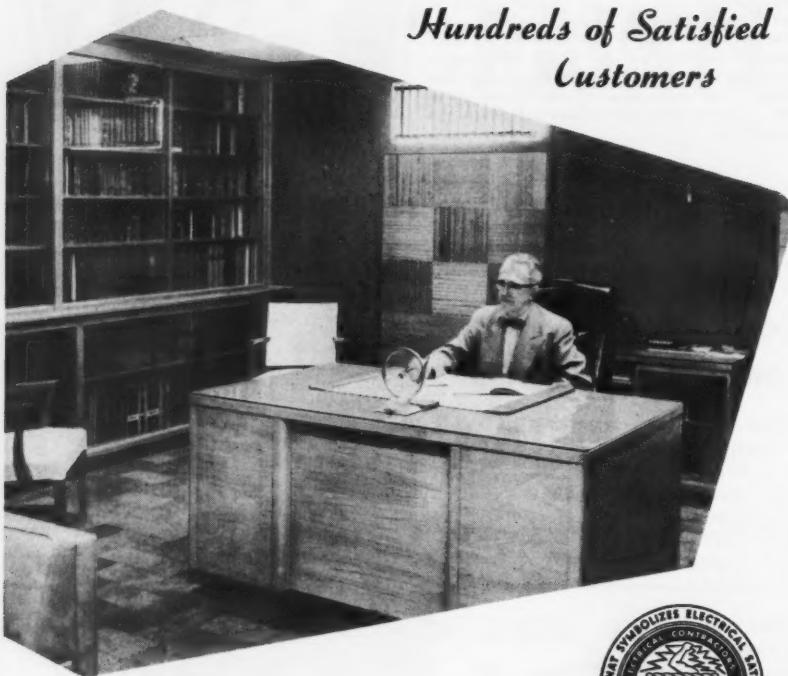
Cities served by Lone Star Gas Company have low cost, dependable gas service.



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We too have grown with Dallas — and our new home marks another milestone in more than a quarter century of building progress in which we have been privileged to participate.

We take this occasion to express our appreciation to our hundreds of customers — to the architects and general contractors with whom we have been privileged to work. We pledge our continued service to building a greater Dallas.

LIBECAP ELECTRIC COMPANY
CONTRACTING ELECTRICAL ENGINEERS

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DALLAS, TEXAS



Receives Linz Award

Julius Schepps, noted for his work in behalf of Dallas charities, is the 1953 recipient of the Linz Award, one of Dallas' highest honors for civic work. He has been active in the Dallas Chamber of Commerce for 10 years, and a vice president of the State Fair of Texas for 24 years. In 1953 he was largely instrumental in the erection of the \$650,000 Dallas Home for the Jewish Aged, but has been in the foreground of charity drives for all religious denominations. Besides heading his wholesale liquor company, Mr. Schepps is also partner in four other business firms.



KIXL Promotes Two

Charles Payne, left, has been named general manager for Radio Station KIXL and KIXL-FM and Bob Tripp has been promoted to assistant manager. Both Mr. Payne and Mr. Tripp have been with the Dallas station since its inception. Mr. Tripp started on the engineering staff and Mr. Payne joined KIXL as program director.



Executive Vice President

H. C. Otis, Jr., son of the founder and president of Otis Pressure Control, Inc., of Dallas, has been named executive vice president of the firm. Mr. Otis joined the firm in 1949 following graduation from Southern Methodist University. Lowell M. Wilhoit and Harry B. Schramm were named vice presidents and Carl M. Schwab was appointed to the office of chief engineer.



Opens B.B.D.&O. Office

T. L. Hasbrouck has been named manager of Dallas' new offices of Batten, Barton, Durstine and Osborn opening in the Mercantile Commerce Building March 1. The office will handle details of co-operative advertising programs developed for national manufacturers who have branches in this area. Mr. Hasbrouck comes to Dallas from the company's Minneapolis office where he was an account supervisor.

*

A new staff member of WFAA-TV in Dallas is DICK WHEELER, former radio announcer on WFAA.



Sylvania Electric Products Inc.

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That is *confidence* in the great Southwest. Do you know that next to *know-how*—*confidence* is America's greatest asset. Free Enterprise is not a "profit system" but it is the "profit and loss system," and is not founded upon inflation. Inflation is not a cure for economic troubles, but is like a habit forming drug ultimately leading to collapse. Opportunity abounds all around us as it has since the founding of our nation. Security lies ahead if we never cease to make the most of our abilities and opportunities. Life's greatest philosophy is "Love, Trust, Dare and keep on doing it." Let's move ahead in 1954 with *confidence*.

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REPAIRS

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Heads Association

Robert R. O'Haver has been elected president of the Texas Accident and Health Claims and Underwriting Association. Mr. O'Haver is an associate of Southland Life Insurance Company. The association, which was founded in 1946 with five members, now has 300 members.



Elected Vice President

Robert Brooks has been elected a vice president of the National Bankers Life Insurance Company. Mr. Brooks, a graduate of the school of insurance marketing at Southern Methodist University, has been with the company for seven years. He will organize and conduct the life indoctrination courses given the managers and agents of the Dallas company in his new post.

*

A. Harris and Company has announced the promotions of MISS JANE BRADBURN to buyer for the cosmetic department, and MRS. ELOISE KENINGHAM to assistant personnel and training director. MISS NANCY LEIGH has been named fashion show director.



Forms Consultant Firm

Rex V. Lentz has formed a management consultant service, Rex V. Lentz and Associates, with offices in the Fidelity Union Life Building. The firm will advise with management of banks, insurance companies and certain other firms on such matters as new development, employee relations, public relations, advertising, employee educational programs and functional arrangement of the physical plant.



Joins Branham Staff

Hal Copeland, Jr., former associate of Beaumont and Hohman Agency in Dallas and Syers-Pickle and Winn Agency of Austin, has joined the staff of the Branham Company's Dallas radio and television department as an account executive. Mr. Copeland is an advertising graduate of the University of Texas.

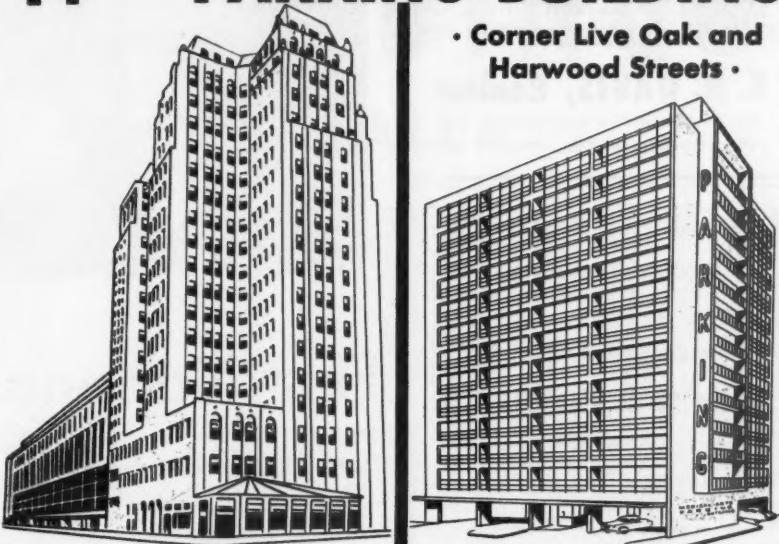
*

The nation's first regional public relations network, the Texas Public Relations Association, elected JOHN R. McCARTY vice president and CLIFTON BLACKMON and JOHN L. BRIGGS as directors.

FOR THE CONVENIENCE OF MEDICAL ARTS PATRONS

- Super-Modern - 14-floor PARKING BUILDING

• Corner Live Oak and
Harwood Streets •



500-CAR PARKING WILL BE AVAILABLE IN REPUBLIC AND MEDICAL ARTS BUILDINGS

IMMEDIATE CONSTRUCTION of a fourteen-storyed Automatic Parking Building - is announced by the Cary-Schneider Investment Company, owners of the Medical Arts Building. This ultra-modern structure will house up to 500 cars, permit a daily turnover of 1500 cars, and will supplement the 500-car facilities now nearing completion, under the Medical Arts and New Republic Bank Buildings.

Dallas' first skyscraper garage will be located on the northeast corner of Live Oak and Harwood, just one block from the Medical Arts Building. Patients of Medical Arts Physicians and Dentists may have their parking tickets validated in the new building, just as is now being done at the present Patient Parking Station.

The new skyscraper garage will replace the present Medical Arts Patient Parking Station, on Pearl and Olive Streets, which will be released for a major development, upon completion of the new building.

● READY FOR USE
THIS FALL

CARY-SCHNEIDER

500-CAR PARKING WILL BE AVAILABLE IN THE NEW 14-FLOOR PARKING BUILDING

Not only will this new building fill a vital need for more close, convenient parking space, but the Bowser Parking System type of construction incorporates three fast elevators that will deliver a car every 20 seconds. There will be no ramp to wear out brakes, no bumping. Each car space will be 8½ feet wide by 21 feet long, which will take care of all the modern cars.

These Bowser type elevators move rapidly vertically and horizontally simultaneously to the desired floor and stall. The maximum movement of each car for parking is not more than two car lengths. This system is the last word in safety, speed and efficiency. All entrances and exits are planned to facilitate quick movement of traffic, both coming and going, utilizing the entire ground floor for this purpose.

● SAFETY ELEVATORS — NO RAMPS

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MEDICAL ARTS BUILDING
DALLAS • TEXAS



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Industrial Caterers

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T. L. WYNNE

HARRY W. BASS

First National Bank Names Directors and Promotions

THE First National Bank in Dallas announced all-time highs in deposits, resources, loans, net earnings and dividend payments for 1953 at the bank's annual stockholders' meeting.

The names of two new directors, an advisory director and a new officer and the promotion of eight staff members also were released by President Ben H. Wooten.

Mr. Wooten told the shareholders that deposits reached \$601,513,550.95 at the end of the year compared with the 1952 year-end figure of \$526,099,703.78, and were more than double their amount 10 years ago.

Resources for the fourth consecutive year climbed to a new record of \$646,162,147.92 as compared with \$575,186,375.75 for December 31, 1952, a gain of \$70,975,772.17, or 12 per cent in a year.

Gross income also was a record at \$11,760,966.59. A dividend equal to 13 per cent on the par value of capital stock was paid during 1953, a total of \$1,950,000.

The board of directors added to their number Toddie Lee Wynne, president of the American Liberty Oil Company, and Harry W. Bass, president of Harry Bass Drilling Company. A new advisory



W. DEWEY PRESLEY

director, John T. Higginbotham, executive vice president and secretary of Higginbotham-Bailey Company, was also named.

A new assistant trust officer, Edward E. Stocker, who has been a partner in the Little Rock, Arkansas, law firm, Jacoway and Jacoway, was appointed.

Staff members receiving promotions were W. Dewey Presley, who was elevated to vice president and comptroller; and J. Cook Evans, to assistant vice president.

Curtis I. Aikin, Herbert E. Tomlinson, F. L. Bertrand, John B. Clayton, III, H. Leonard Jacks and Albert Sossaman were each promoted to assistant cashier.



Federal Reserve President

Dr. Watrous H. Irons, has been promoted from vice president to president of the Eleventh Federal Reserve Bank District. He succeeds R. R. Gilbert, who retired last September after 14 years in office. Dr. Irons is a native of Atlanta, Georgia, and from 1937 to June, 1945, was professor of banking and finance at the University of Texas School of Business Administration. Dr. Irons came to the Federal Reserve Bank in Dallas in 1945 as director of research.

*

The Republic National Life Insurance Company has announced the appointment of MALCOLM D. THOMAS to the company's home office underwriting staff.

*

JAMES S. KNUDSON and ROY McKINNEY have been named new assistant vice presidents for the National Bankers Life Insurance Company.

*

A new accounting department at Temco Aircraft Corporation will be headed by JOHN B. MORGAN, a certified public accountant and veteran of two tours of Navy duty.

*

The board of directors of the Texas Bank and Trust Company has elected WALTER A. BROWNING, JR., an assistant vice president.

*

S. E. SNOW has been appointed assistant manager of drilling equipment sales for the Oil Well Supply Division of United States Steel.

*

Southwestern Life Insurance Company has announced the appointment of JEFF NICKELSON as assistant agency director.

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Heads Refrigerating Engineers

Cecil E. Taylor, chief engineer of Sears Roebuck's Ross Avenue store, has been elected president of the Dallas chapter of the National Association of Practical Refrigerating Engineers. J. D. Simms, chief engineer of U. S. Cold Storage's Dallas installation, was named vice president and W. F. Graham, assistant chief engineer of Alford Warehouses' Cadiz plant, was elected secretary. Harold Koutnik, chief engineer of Alford's Broom Street plant, is the new treasurer of the association.



Named Insurance Official

John P. Walker, Jr., a veteran of 30 years in insurance company home office administration in Texas, has joined Western States Life Insurance Company in Dallas as vice president in charge of the home office. Mr. Walker first entered the life insurance business as an office boy for the American Life Reinsurance Company in Dallas in 1923. Prior to his association with Western States he was a vice president with Reserve Life Insurance Company of Dallas.

Young Men Going Places

Jack Isaminger

By Robert Carl

FOR a guy who started out with nothing, Jack S. Isaminger, Jr. — a little over 30 — has come a long way. And although it may have looked easy to casual observers, this lad worked every inch of the way to make an impressive five-figure income while still in his twenties.

Tall, congenial and smart, Jack seems to have a way of attracting "deals" to his real estate and investments business, located at 5630 East Mockingbird Lane. He's in and out of more transactions in a week than most men see in a year of activity. You might say he's a "wheeler-dealer, J. G. (junior grade)." But certainly, Jack Isaminger is a *young man going places*.

Walk into his office sometime, and Jack will greet you with a smile and a handshake. "It has never slowed down," he'll confide, and with a wide sweeping gesture of his hand, you'll note the stockpile of maps, graphs, charts and files surrounding his otherwise modest "operations room."

Although he deals in stocks, commodities, oil leases and royalties, Jack buys, sells and trades real property for the most part. In fact, it was a house he purchased for his college fraternity, Pi Kappa Alpha, while still going to school that led him into the business. And through this experience, he established the principle that he still uses in his daily business life: "the chance of succeeding is worth the amount of risk."

As early as his days at North Dallas High School, Jack adjusted to working and attending class as routine activity. At this time he initiated his deal-making by buying out the fellow who had the largest newspaper route in the city at the time. In this way, he defrayed some of the expenses he incurred while later taking courses at the Metropolitan Business School. Other times he sold Christmas cards, washed and polished cars, and did



JACK ISAMINGER

odd jobs to cover educational expenses.

In the spring of '38, Jack enrolled at Southern Methodist University like any good Dallasite, but after a couple of semesters he joined the U.S. Air Force. He didn't complete his training, however, and with a Certified Disability Discharge, Jack found himself, six months later, back on the Mustang campus.

As Jack advanced in college, he could have easily been called, "Mr. President," for the energetic young lad served as prexy of his fraternity as well as the Interfraternity Council. He also headed the S.M.U. Veterans of World War II organization, Alpha Kappa Psi (professional business fraternity), and Delta Theta Phi (national law fraternity). In 1944 he acquired a Bachelor of Business Administration degree with a major in statistics. A year later he received his LL.B.

Because he had been selling houses while attending school, it was easy for young Isaminger to establish his own business immediately after graduation. At first he acted as a broker — selling property for people. Later he developed into more buying and trading activities. These developments led to the exchange of other types of property which seemed to pyramid themselves. Today, Jack confesses, he "just works along and makes his deals as they come up."

In explanation, such a scope of operation may sound simple. The actual secret of "dealing," of course, is a "sensitivity" to business that always has to be acquired the hard way. For instance, Jack listens a lot to many different people and has a natural keen interest in their business affairs. He reads not only financial reviews but all sections of the news and current magazines to make his interpretations of market fluctuations factors.

The Isaminger business has carried Jack to all parts of the United States, but he proudly proclaims, "I wouldn't trade Dallas for any place I've seen." Although born in Memphis, Tennessee, he was brought to Dallas when he was six years old and Big D has been the site of "houses that Jack built" ever since.

The busy, young dynamo somehow finds time to participate in extracurricular activities. Jack is a member of the Dallas Athletic Club, the Lakewood Country Club, the Tannehill Masonic Lodge, and the Shrine's Hella Temple. He also participates in work with the Dallas Chamber of Commerce, the Jaycees, the PiK.A. Alumni Association, the Dallas Real Estate Board, the S.M.U. Mustang Club, and the Dallas Home Builders Association.

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Heads Bakers Club

Jack Donovan of the Donovan Uniform Company, has been named president of the Greater Dallas Bakers Club for 1954. Other officers recently elected were David Nathanson, Golman Baking Company, vice president, and S. Y. Burns, secretary-treasurer. In addition, the club elected nine directors.

*
The governor appointed GEORGE H. ABBOTT of Dallas to the State Board of Public Accountancy. Mr. Abbott was one of three new members appointed to the board.

*
W. C. GADDIS has joined the staff of the Alamo Realty Company, 4507 Scyene to handle residential and commercial property.

*
Clearview Louver Window Corporation of Dallas has announced the appointment of LOUIS P. KNIGHT as sales promotional manager.

*
New sales manager for the Southwest-Vigorelli Corporation is WALTER R. STOCK, veteran of six years' sewing machine sales experience in the Dallas area.

*
The Southern Provident Life Insurance Company, Dallas, has named GUY DRAPER a member of the board of directors.

*
CARROLL E. RATHER, member of Southwest Airmotive Company's purchasing department since 1949, has been named S.A.C. purchasing agent.

*
Sanger Brothers has re-opened its second floor optical department with DR. T. G. BEALL in charge.

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Engineers*

DALLAS

ATLANTA



Junior Bar President

Henry M. Amlin has been elected president of the Dallas Junior Bar Association for 1954. A graduate of North Texas State College and of the Southern Methodist University law school, Mr. Amlin served in the Navy in World War II and the Korean War. Other officers are Richard Dunn, vice president; Dwight E. Hill, second vice president; Lionel E. Gilly, secretary, and Louise M. Raggio, treasurer.

*

Two new trustees of the Hockaday School are EDWIN L. COX, an independent oil producer, and W. C. WINDSOR, JR., president of Windsor Properties, Inc.

*

Recently named to the president's advisory council of Spring Hill College, Mobile, Alabama, was EDWARD R. MAHER, vice president of the Dallas Chamber of Commerce.

*

RAY W. BECK, shop foreman for Pioneer Air Lines for more than seven years, has been named supervisor of aircraft overhaul for Dallas Aero Service.

*

FRED N. DICKERSON, chief engineer of Chance Vought Aircraft, Inc., Dallas, has been elected a Fellow in the Institute of the Aeronautical Sciences.

*

The American Investors Life Insurance Company has announced the appointment of CLAUDE C. COX to director of public relations and advertising.

*

The new branch manager for Ralph C. Coxhead Corporation is ROBERT MORRIS, who will be under the supervision of CLARENCE DALTON, southwestern division manager.

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| Anchor Electric Co. | ST-3337 | Pratley Electric Co. | 3207 Hamilton | HA-7151 |
| 3005 Canton | | Raney Electric Co. | 1319 Annex | TE-0636 |
| Alan Baye Electric Co. | YA-3755 | Rob Roy Electric, Inc. | 2914 N. Henderson | TA-9927 |
| 1005 W. Davis | | Roos Electric Co. | 65 Highland Park Village | JU-8112 |
| Brown Electric Co. | YA-9390 | Sands Electric Co. | 1223 Second Ave. | HA-2183 |
| 502 N. Bishop | | Ray Smith Electric Co. | 201 Yorktown Rd. | RI-6418 |
| Butcher Electric Service | LO-8311 | Southern States Elec. Co. | 1922 N. Haskell | VI-2554 |
| 4232 Herschel | | Southwest Electric Co. | 1912 Canton | RA-6146 |
| City Electric Co. | RI-4091 | Superior Electric Co. | 2311 Caroline | PR-8477 |
| 1900 N. Pearl | | Telkamp Electric Co. | 731 Fort Worth | RA-3059 |
| Electrical Contracting & Maint. Co. | HU-2511 | Werry Electric Co. | 4514 Buena Vista | LA-9080 |
| 2726 Forest | | L. G. White Electric Co. | 2405 N. Haskell | TE-6108 |
| Gable Electric Service | LA-3188 | Whitfield Electric Co. | 3400 Main | RI-4965 |
| 6713 Snider Plaza | | DENISON | | |
| Gay Electric Co. | RA-8135 | Adams Electric & Supply Co. | 127 W. Woodard | Phone 1505 |
| 3201 Commerce | | Koepen-Baldwin, Inc. | 303 W. Woodard | Phone 32 |
| Gotham Electric Co. | ST-5807 | | | |
| 2508 Commerce | | | | |
| Hall-Allen Electric Co. | | | | |
| 5108 Lemon | LO-6668 | | | |
| Harman Electrical Construction Co. | VI-6369 | | | |
| 4311 Belmont | | | | |
| Johnson Electric Co. | | | | |
| 5226 Redfield | JU-9271 | | | |
| Kirk Electric Co. | RA-4193 | | | |
| 1627 Dragon | | | | |
| Libcap Electric Co. | TE-6195 | | | |
| 208 So. Haskell | | | | |
| Ling Electric Co. | RI-1543 | | | |
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Elected Vice President

Albert N. Jackson, assistant to the president of the *Daily Times Herald*, has been named second vice president of the company. Mr. Jackson started his newspaper career as a reporter on the paper's city staff almost 30 years ago. A city hall reporter during the 1930's, he is a member of the board of directors of the *Times Herald* and radio station KRLD.



Named S.I.R. President

Dee R. Reeves, veteran Dallas realtor, has been named president of the Society of Industrial Realtors. Other officers named were Henry S. Miller, Jr., vice president; H. Gifford Till, secretary, and G. C. Ledyard, Jr., treasurer.

*

A law firm for general practice has been formed by five attorneys for Southwest Bell Telephone Company. The firm, Gossett, English, Denman, Gray and Hall, will have offices in Suite 1201 of the Telephone Building. ED GOSETT, C. C. ENGLISH, K. W. DENMAN, JR., WILLIAM A. GRAY and FORD W. HALL are members of the firm.

New Members

(Continued from Page 19)

Yee's China Garden Restaurant, 5027 Lovers Lane; B. L. Lee, owner.

Lew Purnell Advertising Agency, 1216 National City Building; Lew Purnell, owner.

Continental Electronics Manufacturing Company, 4212 South Buckner; Jas. O. Weldon, president, W. M. Witty, M. W. Bullock.

American Family Investment Corporation, I.C.T. Group Building; Nile Ball, president, George Sims.

The Texas Catholic, 534 Fidelity Union Life Building; F. Gordon O'Neill, editor.

Frontier Life Insurance Company, 2151 Fort Worth Avenue; O. Welborn Smith, Jr., president.

Paul F. Osborne, geologist, 1404 Fidelity Union Life Building.

The Texas Association of Accident and Health Underwriters' 1953 Distinguished Service Award has been presented to **PORTER BYWATERS**, manager of Employers Casualty Company's accident and health department.

*

A former Dallas sales engineer, **P. A. CRICK**, has been named southwestern regional manager of the marketing, distribution and assemblies department of General Electric Company.

*

Vice president of the Lone Star Gas Company, **CHESTER L. MAY**, has been re-elected a director in the National Association of Manufacturers.

*

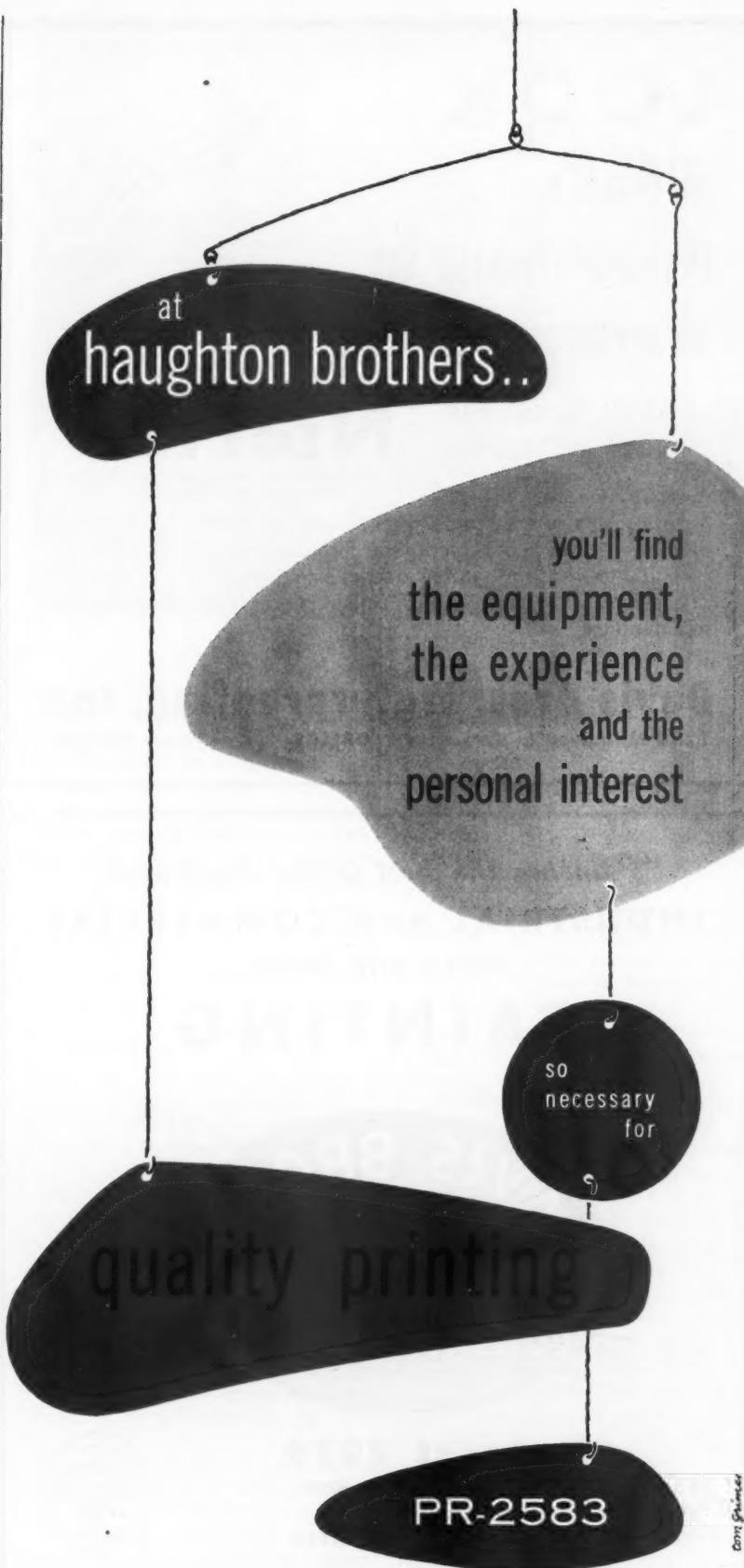
The board of directors of Gulf Insurance Company has elected **J. A. CHEATHAM** and **PAUL LOVE** assistant secretaries and **E. LOUIS CONDOR** assistant treasurer of the firm.

*

The new southwest regional sales manager for Dant Distillery and Distributing Corporation, **HERBERT A. SCLAWY**, will direct sales in Arkansas, Texas, Louisiana and Tennessee from his headquarters in Dallas.

*

In his new role as plumbing sales manager for **A. Y. McDonald Manufacturing Company**, 1901 Irving, **R. M. STEFKO** will supervise plumbing salesmen and head sales promotion.



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F. H. MCGRATH



R. E. DENNISON

Join Magazine Staff

Frank H. McGrath, left, has been named editor and R. E. (Bob) Dennison, was appointed advertising manager of the *Insurance Graphic*, Dallas-published magazine for the insurance industry. Mr. McGrath joined the magazine after 15 years service with the *Dallas Morning News*. Before joining the *News*, he wrote for the United Press in the Austin and Dallas bureaus. Mr. Dennison has 26 years in the advertising field, including experience on the *Daily Times Herald*, Scripps-Howard papers, *East Texas* magazine and the *Texas Parent-Teacher* magazine.

*

A motel manager in Dallas for 14 years, R. S. (DICK) NORTON, has joined the Judge Fite Company, real estate brokers, to handle sales, management, loans and investments.

*

KEN DAVIS has been appointed manager of the Builders Supply Company, 8400 Harry Hines.

*

Operator of the Industrial Overall Company of Dallas, H. BOAZMAN, has been elected to the board of directors of the National Institute of Industrial Launderers.

*

A new photographic studio has been opened at 8300 Varsity Plaza by EDWARD DEIS, who recently returned to Dallas from Florida.

*

BERNARD C. McQUIRK has joined A. C. Prendergast and Company, general insurance agents and will be engaged in the personal production of insurance.

*

BOB DAVIS, formerly assistant to the manager of special services for the *Daily Times Herald*, has been named public relations representative for American Airlines' Southern Region.

*

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Mary Dickerson

By Francis Raffetto

As the Dallas Plumbing Company celebrates 50 years of growth in Dallas this year, it isn't just the story of a successful plumbing company—it's also the story of a successful woman.

Mrs. Mary S. Dickerson is now the president of the Dallas Plumbing Company. Back on July 20, 1917, she was a brand-new bride, fresh from Georgia and married to Clarence L. Dickerson, who was one of the early officers in the company.

This was in the World War I era, and the company had three plumbers, who rode horses and wagons to the jobs. The plant extended from 1620 Bryan to 1619 Pacific. Bryan was paved with bois d'arc blocks that would swell and buckle every time it rained, Mrs. Dickerson recalls.

"Plumbing in those days was largely exposed," the attractive gray-haired executive said. "It was the day of high back, wall-hung sinks and the old, instantaneous water heaters, which you lighted when you wanted hot water."

"One day my husband came back from work discouraged and said he had lost the last man in the office—due to the World War I draft."

"I'll come down and answer the phone for you," answered the young bride whose only professional experience was as a registered nurse. "That was on December 26, 1918—and I've been coming down ever since," smiled Mrs. Dickerson.

For 35 years the Dickersons worked together and were practically inseparable. Their closest friends—and business associates—were the Ward Downs. Mr. Downs, who started with the Dallas Plumbing Company in 1913, is still on duty every day.

The Dickerson-Downs relationship was so close that the latter, in March, 1919, moved into the colonial style, red brick Dickerson home. The two Downs boys, Dee and Fred, are both officers in the firm



MRS. MARY S. DICKERSON

today and have long been considered "adopted sons" by Mrs. Dickerson, who is childless.

Mr. Dickerson died in September, 1950—ending 36 years of the intimate sharing of both business and family problems.

In later years, unobtrusively, the Dickersons were able to follow an inclination to do something substantial for others. They built Dickerson Chapel, capacity 120, at the side of the First Methodist Church. They had an intense interest in the Scottish Rite Hospital for Crippled Children, which Mrs. Dickerson still retains. There is a permanent memorial in Mr. Dickerson's name at Scottish Rite.

And Mrs. Dickerson, the native of Georgia, has been instrumental in the addition of cancer X-Ray equipment to the University of Georgia Hospital in Augusta.

After 50 years of Dallas operations, Mrs. Dickerson's plumbing company is steeped with tradition and family jokes.

George Jenkins, elderly Negro who started with Dallas Plumbing back before World War I, used to call at the old Dickerson house on Hibernia, off McKinney, every morning. He would get the three company horses out of the rear stable and ride one to work, followed by the other two.

Mr. Jenkins, 75, gets a quiet chuckle today out of saying he doesn't have a steady job yet but he's still on trial.

The three 1913 horses long since have changed to a fleet of about 35 vehicles,

including 14 panel repair trucks, four coupes (for estimators), four pick-up trucks, two sedans and over a dozen delivery trucks.

The original handful of employees has grown to a force of 88—and it was a long time ago that Mrs. Dickerson had the job of directing the plumbers to their assignments.

The "lady plumber" has blue eyes and wears rimless glasses. One day recently, she wore a good-looking gray suit and a small cheery hat which she had knit herself. She has always liked to cook and do some of her own housework—probably the only company president in Dallas who wields a dust-mop.

Dallas Plumbing in 1918—Mrs. Dickerson's first year—grossed \$36,500. The figure for 1953 was in the neighborhood of \$1,500,000—and she expects the same total for 1954.

Since World War I, Mrs. Dickerson has seen both the plumbing business and the world undergo radical changes. The world survived another general war—and plumbing has become more efficient, attractive and colorful—even in pastel shades.

"Now," says Mrs. Dickerson, "the kitchen has become the show place of the house. There have been many changes—but I don't like to dwell on the good old days.

"After all, these days aren't so bad. And I'm sure the future will be even better. You see—I have faith in people—in our country—and in God."

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District Passenger Agent

Robert L. Styers has been named district passenger agent for the Fort Worth and Denver Railway Company in Dallas. Mr. Styers held the same position for the railroad at Wichita Falls before being transferred to Dallas.

*

Southwestern Drug Corporation has announced the appointment of GUY M. STERLING as sales director. Mr. Sterling will supervise 85 wholesale drug salesmen in the eight drug divisions of Southwestern Drug Corporation.

*

Gibraltar Life Insurance Company has announced the appointment of EARL L. GRIGG as purchasing agent. Mr. Grigg will be in charge of purchases, supplies, mail distribution and communications.

*

The new sales supervisor for Hydrotex Industries of Dallas is J. ROLAND EDDIE, a veteran of more than 20 years in direct selling and managing direct salesmen.

*

An honorary doctor of laws degree has been presented to PIERCE P. BROOKS, president or vice president of five insurance concerns and two realty companies in Dallas, by Chapman College in Los Angeles.

*

International Harvester Company has named M. R. (SWEDE) WHITE refrigerator sales manager for this territory with offices in Dallas.

*

WILLIAM A. BUGG has been appointed district manager of Family Publications Service, Inc., with offices in Dallas.

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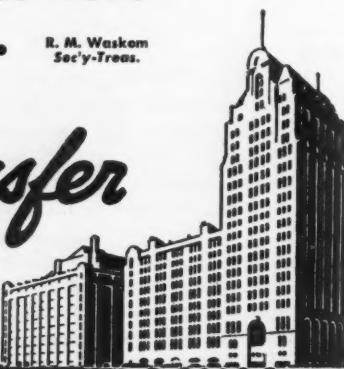
G. K. Weatherred
President

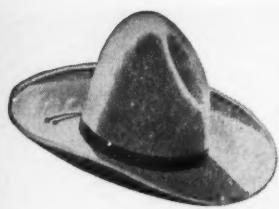
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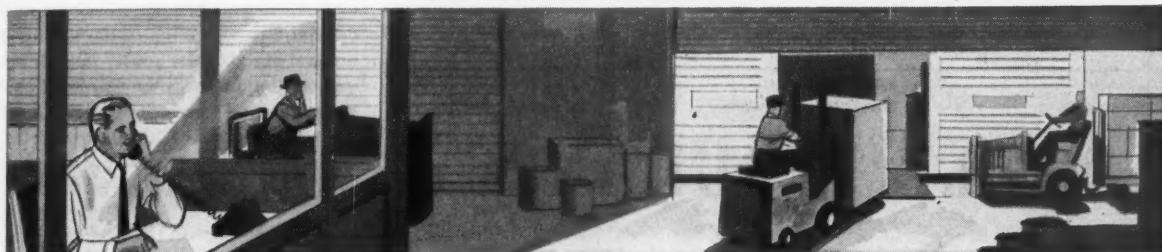
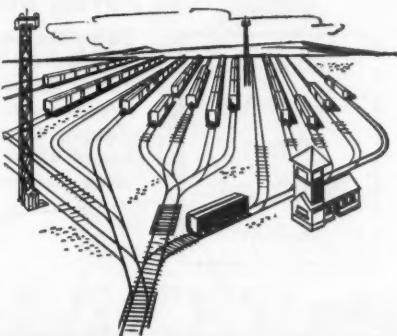
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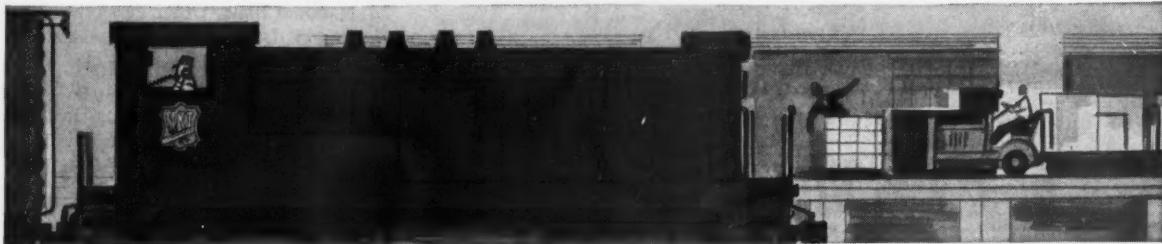
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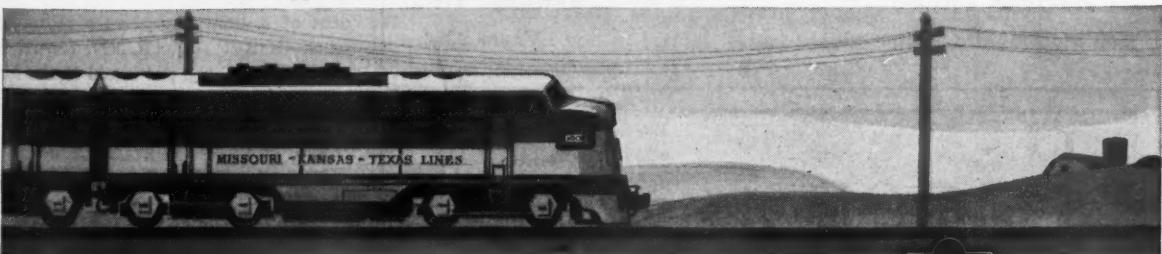
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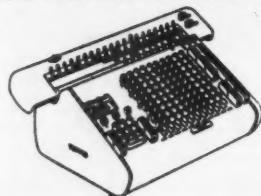
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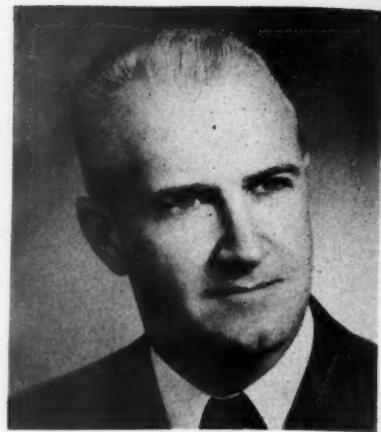
Friden Calculating Machine Agency

H. A. MEIERDING, Manager

Phone Victor 1656

3005 Gaston Avenue — Dallas

Fort Worth — Branches — Waco



Fashion Group Head

Clive Sraeder of Dallas has been elected president of the American Fashion Association, largest women's fashion group currently participating in the midsummer apparel market. Mr. Sraeder said his board will continue to work for harmony among all groups and for the best interests of the markets. The A.F.A. is the market division of the Dallas Chamber of Commerce. Henry Stanley is manager of the division.

*

H. C. CHALK has been promoted to executive vice president of Fair Park National Bank. Other new officers named were J. O. KIRK, vice president; W. H. FLEMING, JR., assistant vice president, and RAY H. CARROLL, JR., assistant cashier. Three new directors elected were W. HENRY WATSON, JAMES H. BOGESS and A. M. GRAYSON, JR.

*

Southland Life Insurance Company has named FIELD SCOVELL as the new assistant vice president and superintendent of ordinary agencies for that company. ROBERT L. DUNN, former field assistant, has been promoted to the newly created position of field supervisor.

*

The manager of the newly opened Dallas office of the Scintilla Magneto Division of the Bendix Aviation Corporation of Sydney, New York, is FRANK W. JOHNSON. Mr. Johnson is stationed at Southwest Airmotive Company, Love Field.

*

Southland Life Insurance Company has named GUY R. CANNON, formerly a representative of the company at Austin, as field assistant operating out of the Dallas home office.

Business Opportunities

EDITOR'S NOTE: The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those of the firms or individuals, and it is suggested the usual investigation be made in each instance.

Franklin Control Corporation, F. S. Malick, 1975 South Allis Street, Milwaukee 7, Wisconsin, is seeking a manufacturer's representative in this area for its magnetic amplifier adjustable speed drive.

*

The Standard Tube Company, A. R. Schumann, 24400 Plymouth Road, Detroit 28, Michigan, is seeking sales representatives in the Southwest for its products which include steel and stainless boiler, heat exchanger, condenser and mechanical tubing.

*

The Venus Company, Inc., Lambert L. Raymond, 1017 Washington Avenue North, Minneapolis 1, Minnesota, producers of Christmas tree decorations and ornaments, wishes a representative for the Texas area.

*

L. M. Yates, 2905 East 20th Avenue, Anchorage, Alaska, would like to represent manufacturers or jobbers in the Dallas area who are interested in the Anchorage-Fairbanks territory.

*

Dominion Minerals, V. V. Kelsey, Piney River, Virginia, requires a distributor who calls on feed dealers to represent its poultry grit in this area.

*

Calculograph Company, E. W. Angevine, 306 Sussex, Harrison, New Jersey, seeks a sales representative to introduce its machines into the state of Texas.

Gravely Plans Building. Gravely of Dallas, Inc., distributors of Gravely tractors, has begun construction of a new regional warehouse and office at the corner of Good-Latimer Expressway and Clarence. The building will be a one-story structure with ribbonstone front. The property negotiations were handled by Harry J. Garrett and Company. The firm maintains a sales office at 1018 South Lamar.



"Finest concrete mixing plant in the South!"



WAMIX, Inc. - Central Mixed Concrete - Dallas

According to three leading trade publications:
"PIT AND QUARRY", "ROCK PRODUCTS" and "CONCRETE"

| JANITOR SERVICE | WINDOW CLEANING | RESIDENCE |
|--------------------------------------|-----------------|------------------|
| ACME BUILDING MAINTENANCE CO. | | |
| 1901-15 LAWS STREET | FRANK C. JONES | PHONE RA-7660 |
| SAND BLASTING | STEAM CLEANING | SIDEWALK WASHING |

GROWING -- with DALLAS

Below is the record of progress which has caused Oak Cliff Savings and Loan already to make three expansion moves and to become Texas' Largest Suburban Savings Institution.

| | Resources |
|---------------------------|------------------------|
| January 1, 1947 | \$ 193,223.79 |
| January 1, 1948 | 769,042.29 |
| January 1, 1949 | 2,206,539.60 |
| January 1, 1950 | 4,635,183.73 |
| January 1, 1951 | 9,443,392.28 |
| January 1, 1952 | 14,150,880.95 |
| January 1, 1953 | 19,413,554.44 |
| NOW | \$23,302,720.86 |

Oak Cliff Savings and Loan Association

320 West Jefferson Boulevard

Dallas 8, Texas

MANUFACTURERS

*Bank and Store Fixtures
Fine Office Interiors*

Otto Coerver Company

4032 Commerce St., Dallas
Telephone TA-9509 TA-5503



Heads Clearing House

J. B. Adoué, Jr., president of the National Bank of Commerce and former Dallas mayor, has been elected president of the Dallas Clearing House Association. Mr. Adoué succeeds P. B. (Jack) Garrett, president of the Texas Bank and Trust Company. Milton Brown, president of the Mercantile National Bank, was named vice president, and F. S. Mansfield was re-elected secretary-treasurer, manager and examiner of the association. G. A. Jones and Ivan C. Patterson were re-elected assistant secretary-treasurer and manager and examiner.

The Best

is none too good... for you and
your family when it comes to
selecting a home or a homesite.

That is why we say, do not overlook

NORTHAVEN HILLS ADDITION

Dallas' Finest

COMPLETED HOMES NOW OPEN
FOR YOUR INSPECTION
OTHERS UNDER CONSTRUCTION

*Come one mile north
of Hillcrest High School
and turn right*

LOTS

100 x 210

100 x 213

5 — 100 x 160

CORNER LOTS 115 TO 120 FT. FRONTAGE

FIELD OFFICE

Hillcrest and Northaven

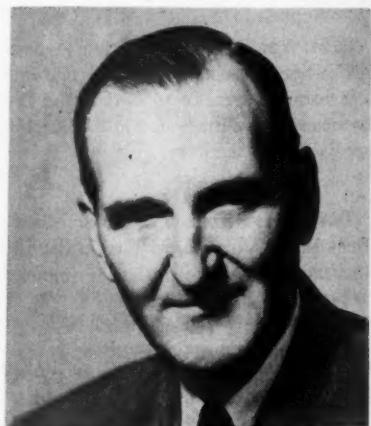
Schools — 2 Minutes to Expressway

O. CURRIN

Owner-Developer

EM-0505

EM-0712



Promoted by Oil Well

K. B. Winstead, general manager of sales for Oil Well Supply Company, has been promoted to assistant vice president, sales. A new position, director of product sales for the U. S. Steel subsidiary, will be filled by George A. Hays. F. D. Smith was named assistant to the vice president of sales. Mr. Winstead is a veteran of 33 years with Oil Well Supply Company, starting as a stock record clerk in 1921 at Fort Worth.



Bar Association President

Franklin E. Spafford, Dallas attorney and school board member, has been elected president of the Dallas Bar Association. Mr. Spafford, a Beatrice, Nebraska, native, came to Dallas in 1913. He received his law degree from Southern Methodist University in 1933. Clarence A. Guittard was elected vice president; J. Edwin Fleming, second vice president, and Mrs. Betty Roberts, secretary-treasurer.

*

The Petroleum Engineer Publishing Company has announced the following slate of officers at its annual meeting: T. J. CROWLEY, re-elected president; W. T. BRYAN, general manager and treasurer; JOE B. WOODS, vice president and advertising director; F. H. LOVE and T. A. ROSE, JR., directors.

*

Strickland Transportation Company, Inc., has announced the appointment of KENNETH C. COLE as safety supervisor.

*

BRUCE M. STEERE, president of Ferguson-Steere Motor Company, has been elected to the board of directors of Republic Insurance Company and Republic Casualty Company.

*

A new art department, headed by SIDNEY MOREHOUSE, has been formed by the American Beauty Cover Company, one of the Southwest's largest book cover manufacturers. LYNN WORRALL has joined the company as sales representative in the Dallas-Tarrant County area.

*

The former vice president of Provident Life Insurance Company, EUGENE U. McCARDLE, has been elected president.

...a LOT better!

Park where the service is better. Park where you know your car is handled properly . . . and shop a few hours or work all day . . . without worry! Classified . . . is a better lot . . . you'll like it . . . a lot better!

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Dallas 1, Texas

J. Y. SCHOONMAKER CO.

Sales Engineering Representatives

J. Y. Schoonmaker • W. R. Hays, Jr. • K. A. Norvell

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PROMPT HOME LOANS SERVICE

★ BUYING

★ BUILDING

★ MODERNIZING

★ REFINANCING

24-Hour Appraisals

Dallas Federal

SAVINGS AND LOAN ASSOCIATION

MAIN OFFICE: MAGNOLIA BUILDING

Preston Road Branch
8309 Preston Road

Oak Cliff Branch
200 S. Zangs

Casa Linda Loan Agency
138 Casa Linda Plaza

Serving Dallas Over 34 Years

Since 1922
 Mass
 Coverage
 of the
 DALLAS
 BUSINESS
 MARKET

That's what you get in DALLAS. Read every month by executives and key employees of practically every firm in Dallas—large or small—new or old—local or branch. Last year DALLAS set a new record in volume of Advertising placed by astute advertisers who sell the Dallas Mass Business Market.

*

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 Advertising Manager

Business Magazine of America's
 Number One Region of
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| | | Agency—Dean Lom Associates, Advertising | |

Dallas PIONEERS



1869 Padgett Bros. Company

Leather Goods—Wholesale and Retail

1872 Dallas Railway & Terminal Co.

Street Railway

1872 Huey & Philip Company Wholesale

1875 Dallas Transfer & Term. Whse. Co.

Warehousing, Transportation, and Distribution

1878 National Bank of Commerce Banking

1884 The Dorsey Company

Printers—Lithographers
Stationers—Office Furniture

1889 Austin Brothers Steel Co.

Steel for Structures of Every Kind

1889 J. W. Lindsley & Company

Real Estate and Insurance

1896 Briggs-Weaver Machinery Co.

Industrial Machinery and Supplies

1893 Sparkman-Brand, Inc. Mertilex

Originally, Locomill, Kraus and Miller



DALLAS was really beginning to stir in the late eighties when the above photograph was snapped near one of the city's busiest intersections. The year before, T. L. Marsalis had bought 2,000 acres north of Hord's Ridge and began the development of Oak Cliff. He built a four-mile-long steam railway running on a trestle across the river to connect his addition with Dallas. In 1888, Dallas began to get out of the mud by paving 25 miles of streets. That year the town boasted 25 miles of street railway, 5 newspapers, 1,242 business establishments, 34 churches, 28 schools and 800 new buildings. The following year, 1889, marked the founding of one of Dallas' pioneer real estate firms, J. W. Lindsley & Company. That same year, East Dallas was annexed, making Dallas, with a population of 38,140, second in population only to San Antonio. Through the nineties and past the turn of the century to the present day, the firm of J. W. Lindsley & Company has continued to serve Dallas and expand with its growth. Today, in its sixty-fifth year, the firm maintains one of the largest rental departments in the Southwest as well as a general insurance department along with its general real estate business.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

1893 Floping & Sons, Inc.

Manufacturers—Paper and Paper Products

1900 The Murray Co. of Texas, Inc.

Carver Cotton Gin Division 1907
Boston Gear Works Division 1907
Industrial Supply Division 1907

1900 John Deere Plow Company

Agricultural Implements

1903 Smith's Detective Agency

Burglar Alarm, Fire Alarm, Radio Patrol Service

1904 T. A. Manning & Sons

Insurance Managers
Fire—Casualty

1907 The Hunter-Boyce Elevator Co.

Passenger, freight and home elevators

1910 Moser & Realtors

Industrial and Commercial Leases and Sales

1911 W. W. Overton & Co.

Food Brokers

1912 Stewart Office Supply Company

Stationers—Office Outfitters

1914 Texas Employers Insurance Ass'n.

Workmen's Compensation Insurance

49
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Dallas Industrial, Commercial and Institutional Construction Market

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NATIONALLY RECOGNIZED FOR

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Integrity

IS THE MAN TO EXECUTE YOUR
BUILDING PROJECT WITH THE
CONSTRUCTION "HEAD-
ACHES" ELIMINATED.

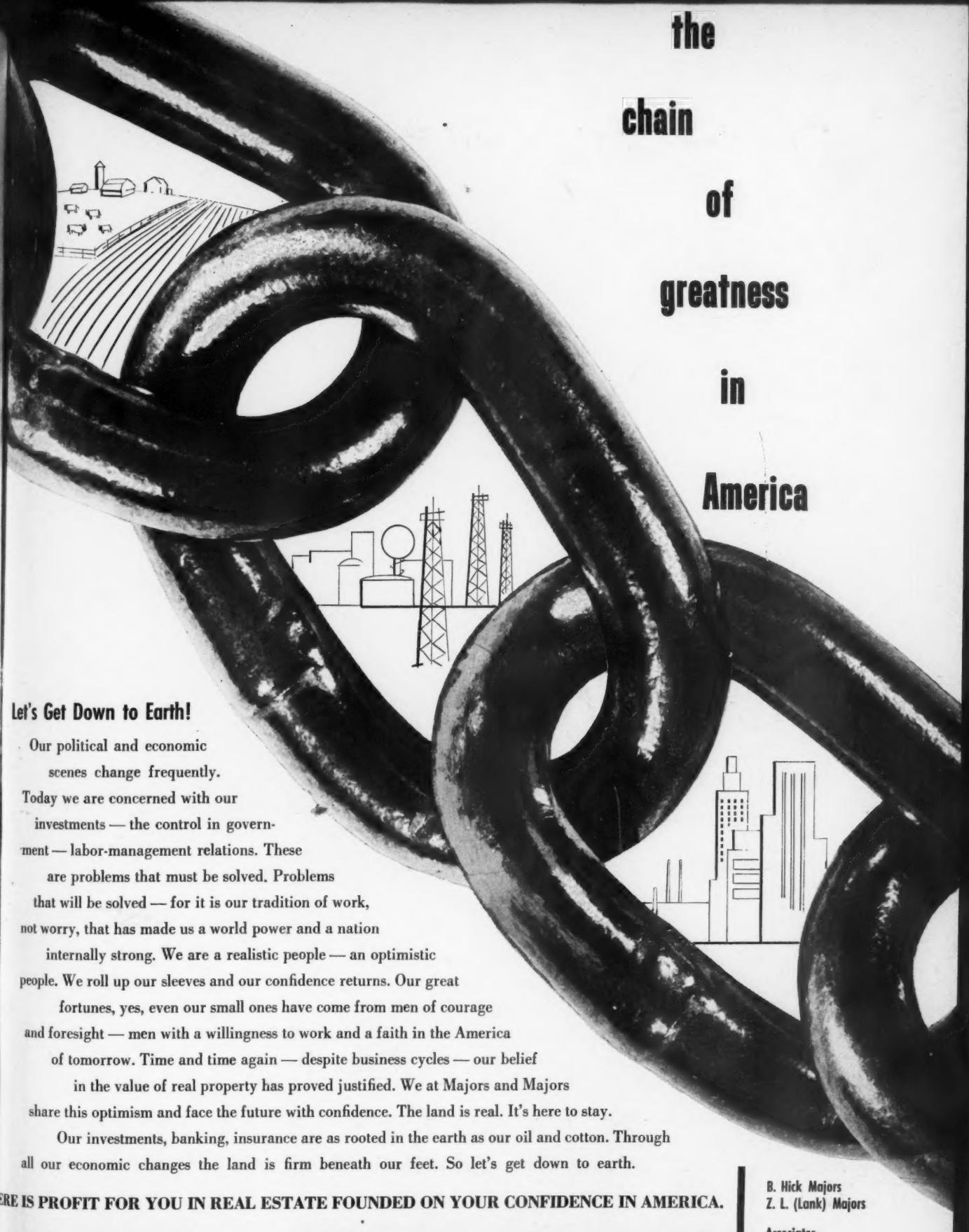


THE DALLAS CHAPTER
ASSOCIATED GENERAL CONTRACTORS of AMERICA, Inc.

207 THOMAS BUILDING

PHONES RA-8218 • PR-1203

JULIAN CAPERS, JR., Managing Director



Let's Get Down to Earth!

Our political and economic scenes change frequently.

Today we are concerned with our investments — the control in government — labor-management relations. These

are problems that must be solved. Problems that will be solved — for it is our tradition of work, not worry, that has made us a world power and a nation

internally strong. We are a realistic people — an optimistic people. We roll up our sleeves and our confidence returns. Our great

fortunes, yes, even our small ones have come from men of courage and foresight — men with a willingness to work and a faith in the America of tomorrow. Time and time again — despite business cycles — our belief

in the value of real property has proved justified. We at Majors and Majors share this optimism and face the future with confidence. The land is real. It's here to stay.

Our investments, banking, insurance are as rooted in the earth as our oil and cotton. Through all our economic changes the land is firm beneath our feet. So let's get down to earth.

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Associates:
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Dick Parker
Raleigh Blakely
Royce H. Colon
Fred Smitham
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DALLAS, TEXAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

